BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

Announcing

RUDOLPH FRIML

in

"LAND O' FLOWERS"

Now being broadcast over a coast-to-coast group of stations, sponsored by the Florists' Telegraph Delivery Association.

This is one of the most outstanding programs of the current broadcasting season.

The series presents Rudolph Friml, foremost living composer, directing his own vocal and orchestral group in his own compositions and featuring his solo piano interpretations.

IT IS A NATIONAL RADIO ADVERTISING PRODUCTION

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368 Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

ATLANTIC CITY

A City of Homes in addition to its Famous Hotels and Boardwalk

5000 WATTS **WPG** CLEARED NATIONAL CHANNEL

IN THE PUBLIC EYE . . .

Atlantic City is visited by millions from all parts of the world—its doings and activities are of interest at all times.

During a recent three-month period WPG acted as KEY STATION for the entire Columbia Broadcasting System 61 times.

Over a million radio sets located in the good service area of WPG.

Our location on the Atlantic seaboard gives a strong over water signal the length of the entire coast. The listener tunes to—WPG for programs they want to hear—tell them your story.

A radio survey by the Columbia Broadcasting System shows a population over ten million in the good coverage area of WPG. In addition a summer inquiry directed to the chambers of commerce in a limited list of cities with a population over five thousand shows:

*WPG is listened to regularly by—

30 cities in Connecticut
22 cities in Florida
23 cities in Maine
34 cities in Massachusetts
13 cities in New Hampshire
6 cities in Rhode Island
12 cities in Vermont

*Above list is in addition to figures shown in good coverage market data.

(List of individual cities in each state may be had upon request.)

MARKET DATA

Local Coverage

Population	256,193
Families	62,486
Radio Sets	28,539
Radio Listeners	88,470
Residence Telephones	25,461
Passenger Automobiles	49,413
Bank Deposits	$127,875,000

Good Coverage

Population	10,086,918
Families	2,460,223
Radio Sets	1,094,947
Radio Listeners	3,394,336
Residence Telephones	975,329
Passenger Automobiles	1,416,974
Bank Deposits	$5,841,079,000

1930 census figures recently released show New Jersey leads all states in percentage of families having radio sets—(63.3% own radio sets)

When picking your broadcast media, select one that is quick to respond — an ideal proving ground — WPG

WPG

DOMINATES THIS RICH TERRITORY WITH AN INTENSE COVERAGE

No other broadcast transmitter within 60 miles

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

XUM

TALENT

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BROADCASTING
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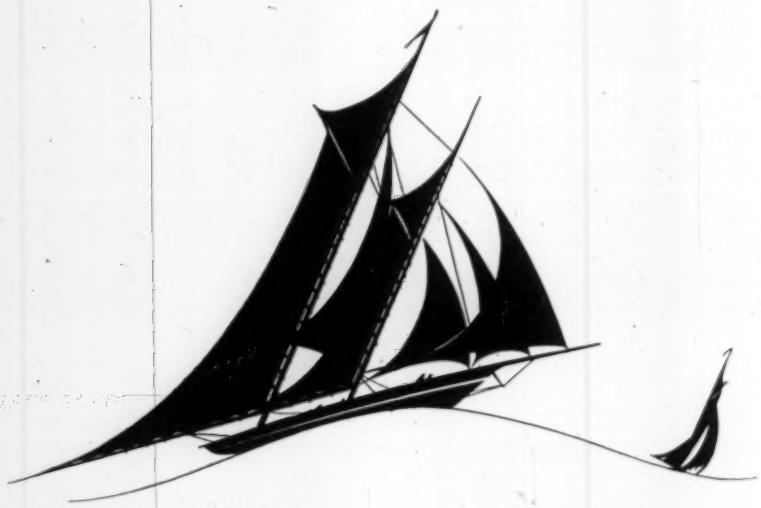
PORTLAND, Ore · Public Service Bldg.



Riding the Element .. Like a Living Thing!

FOR SIX YEARS THE BELL LABORATORIES have been studying the science of spot broadcasting by electrical transcription. From these laboratories today comes Western Electric Noiseless Recording. Tones that ride the element like a living thing. Every hint of extraneous surface background is swept away. The musical range is almost doubled. When your advertising calls for fresh expression; when your sales need stimulation; when you want to spot your radio programs in your sales areas and not waste money broadcasting elsewhere—think of this! This new method for spot broadcasting is now offered to national advertisers* by the World Broadcasting System Inc., and its subsidiary, Sound Studios of New York, Inc., licensee for Western Electric noiseless recording. Programs of World Broadcasting System, Inc. are the aristocrats of radio productions. There is nothing finer. Advertising and sales executives wishing information on this remarkable forward step in radio procedure are invited to write for the booklet SPOT BROADCASTING, 1932.

World Broadcasting System, Inc.

World Broadcasting Building — 50 West 57th St., New York

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE
179 King Street W., Toronto — 6-242 General Motors Building, Detroit — 333 N. Michigan Avenue, Chicago — Baker Hotel, Dallas, Texas.

Western Electric
NOISELESS RECORDING

*Already the list of users includes such leaders as: Chevrolet Motor Co.; Edna Wallace Hopper, Inc.; Life Savers, Inc.; Maxwell House Coffee; Phillips' Dental Magnesia; Louis Phillippe, Inc.; Jocur (Wave-Set); Remington Rand, Inc.; John H. Woodbury, Inc.; United Drug Co., Inc.; Vick Chemical Co.

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 1, NO. 5 WASHINGTON, D. C. DECEMBER 15, 1931 $3.00 PER YEAR—15c A COPY

Commission Orders Drastic Rule Revisions

By SOL TAISHOFF

Year Licenses Proposed as Robinson Urges Longer Terms; Station Break and Transcription Rules Are Relaxed

BROADCASTERS and advertisers alike will view with interest the sweeping changes effected by the Radio Commission in its new rules and regulations. Liberalization of the transcription and station break regulations, as well as the compliment paid broadcasters by Chairman Saltzman in the Commission's annual report, will please all. But in the Commission's proposals to Congress for amendment of the Radio Act there is reason for concern. This article, while pointing out that the Commission has mixed the bitter with the sweet in its comprehensive changes, ordered and proposed, holds that the acrid predominates.

IN THE MOST comprehensive radio regulatory program it has ever undertaken the Federal Radio Commission this week ordered drastic revision of existing regulations, designed to alleviate hardships on broadcasters, and simultaneously it recommended to Congress sweeping amendments to the Radio Act of 1927, which, if adopted, might seriously hamper the broadcast industry.

A strict one-year limitation on station licenses, as against the three-year provision in the law, is the most important of the series of recommendations made in a separate memorandum submitted to the Senate and House radio committees. An anti-lottery law that would hamstring broadcasters, small stations and networks alike, to a degree that was not hoped for even by radio's most ardent enemies, is a second recommendation. The right to suspend broadcast licenses for 30 days—the same recommendation made last year—is a third important Commission suggestion. (See page 7 for full text of Commission's legislative recommendations to Congress.)

In its new rules and regulations, to become effective Feb. 1, the Commission, however, rectified some of the present severe limitations upon broadcasters. The strict provisions of the transcription and phonograph regulation, formerly General Order 78, were relaxed, so that the language used in describing such productions is left optional, provided it is "clear." Station breaks no longer are mandatory each 15 minutes by the revision of General Order 8. Call letters may be announced as frequently as practicable during the hours of operation, and at least each 30 minutes, but this requirement is waived when a single consecutive speech would be interrupted.

Other salient charges embodied in the new rules and regulations, which are a codification of all general orders, are the slight modification of General Order 102 on quota distribution; a change in General Order 105 covering the broadcast day to make it apply to half-time stations; changes in the unit values of certain classes of stations; important changes in legal procedure whereby applications can be granted without hearings under certain conditions; elimination of affidavits as evidence at hearings and liberalization of provisions for taking of depositions. The new code is honeycombed with modifications of the old general orders and the Commission's rules of practice and procedure.

The Commission mixed the bitter with the sweet in its overhauling program, but the acrid predominates. The new rules and regulations, the confidential recommendations to Congress and the Commission's annual report are the documents in which these matters are covered.

Robinson Proposal:

COINCIDENT with the Commission's recommendations, Commissioner Ira E. Robinson made a plea for longer licenses for broadcast stations. "I believe that the time is near at hand when broadcasting licenses should be issued for a longer period than six months," he said. "There are good reasons for this in behalf of the public and the industry, which I need not now set forth. Besides a longer license will stabilize the industry. Of course, the remedy of revocation is always at hand when we find a license is not being used in the public interest.

"Maybe it would be well to award a reasonably long license to the stations which have proved their worth in the public interest and a shorter license to those about which we are not so sure in that particular. Anyhow, broadcasting is on a better public basis than formerly."

The Commission proposes, in its Congressional recommendations, that "no license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided." It suggests further that upon the expiration of any license, a renewal may be granted from time to time for a term not to exceed one year, but that the Commission action "shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

The necessity for longer licenses, to safeguard the investments of broadcasters, was also emphasized by Philip G. Loucks, managing director of the National Association of Broadcasters, in commenting on the Commission and the Robinson recommendations. The NAB executive committee, at a meeting last month, approved three-year licenses such as the law provides.

"The Commission is demanding that broadcast stations spend large sums of money for new and more efficient equipment and at the same time is demanding that program standards be elevated," Mr. Loucks said. "In setting up standards for equipment and service, the Commission is treating broadcasting, now carried on under six-month licenses, as a stabilized business. No business, of course, can enjoy any satisfactory degree of stability as long as its legal life is limited to six month periods.

"Many of the legislative, legal, economic and program difficulties

Station Breaks

"Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible."

Transcriptions

"A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

(a) "This is a mechanical reproduction."
(b) "This is a player-piano record."

—From new rules and regulations of Federal Radio Commission, effective Feb. 1, 1932.

XUM

which now confront broadcasting can be traced directly to short-term licenses. As long as Congress deemed it advisable, in the very early youth of broadcasting, to grant licenses for but three months, the industry was willing to tolerate unsettled conditions. But under the present law three-year licenses are authorized. It is in the interest of better regulation, better service and better business that licenses be granted for the statutory period. By granting licenses for statutory period the Commission can aid materially in carrying out the provisions of the Radio Act of 1927 and at the same time make possible improvement of program service. It is within the power of the Commission to grant longer licenses, and broadcasters must insist upon this necessary aid to stability."

General Saltzman

Judge Robinson

Suggested Legislation:

ASIDE from the proposed amendments already enumerated, the Commission again recommended revision of the zone system to exclude territorial possessions from the zones. Section 4 of the existing law, dealing with hearing procedure, courts and the summoning of witnesses, would be rewritten virtually in its entirety. A new sub-section would be added giving the Commission authority to require the painting or illumination of radio towers wherever they constitute a menace to air navigation.

For the express purpose of striking at Dr. John R. Brinkley, deposed Kansas broadcaster now operating XER, at Villa Acuna, Mexico, the Commission recommended the writing of a new section which would make it unlawful to transmit by wire any program originating in the United States intended to be retransmitted by broadcast stations "in any foreign country" without first obtaining the Commission's permission. Brinkley has announced intentions of maintaining a half-dozen remote control studios in this country to be linked with his 75 kw. Mexican transmitter.

The Commission asks authority to suspend licenses for a period not to exceed 30 days as an added clause to the revocation provisions of the law. In the case of suspension pending hearing, the Commission proposes that the licensee, upon demand, be entitled to an "immediate hearing" pending determination of the case. Broadcasters last year expressed vigorous opposition to this proposal on the ground that the public, rather than the station, would be penalized by loss of service for the purported sin of the station.

Revision of the appeals provisions, whereby an appeal would be permissible from a construction permit or from any other decision or order of the Commission, is recommended.

The new codified rules are incorporated in a thick document of some 160 pages, completely annotated and cross-indexed. The volume will be sent to all stations within a few days, and copies will be procurable at the Commission's offices. While the rules do not become effective until Feb. 1, the Commission is distributing them in advance to allow all licensees adequate time within which to become familiar with their terms.

Quota Rule Modified:

GENERAL Order No. 102 is revamped to make it less stringent. In principle, the Commission retained the main provisions of that order but provided that where there will be no interference, regardless of quota, some slight deviation from the rigid mathematical formula in determining quota will be permitted. It added these two paragraphs:

"When the application is from an underquota state, and is for facilities, which, if granted, would not cause additional interference with any station, or stations, now licensed, then the above paragraphs (A to E inclusive) may be disregarded.

"Since the act provides for the equalizing of radio facilities among zones and among states 'as nearly as possible,' the Commission may allow a slight departure, plus or minus, from an exact mathematical estimate."

Practices and procedure before the Commission make up the second part of the new rules and regulations, and a number of important changes are made. Any party to a proceeding before the Commission may appear henceforth in person or be represented by an attorney. The rule adds, however, that any person so appearing must conform to the standard of "ethical conduct required of practitioners before the courts of the United States," whether he be layman or attorney.

Hearing Not Necessary:

MOST important is the new provision that any application properly filed and conforming with the regulations may be granted by the Commission "without a hearing" if it appears conclusive that such action would be in the public interest and would not adversely affect the interest of any other party. Provision is made, however, that any such grant shall be conditional for 20 days and may be suspended and reconsidered. Parties aggrieved by such decisions may obtain a hearing upon application within 20 days, but the scope of the hearing will be confined to the issue contained in the protest and not "as evidence of the facts."

Protesting parties must file with the Commission in writing an objection directed to the action complained of, such protest being executed and sworn to by a person having knowledge of the facts therein stated. They also must file a statement of the protestant's interest in the matter, and a terse, yet complete statement of the facts which the protestant expects to prove upon hearing.

The provision was drafted to forestall the filing of appeals on grounds that no proper hearing was allowed by the Commission. The Commission has been defeated in the courts in a number of instances on this ground, and it holds it is authorized to follow such procedure under the law.

The Commission specifies that when an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by or upon behalf of the same party will be accepted for consideration. This means that applications will be confined to one issue at a time. Further provision is made that applicants must come to hearings fully prepared to present evidence and that if evidence is not offered defaults will be entered and the Commission will deny the applications.

New Evidence Rules:

AFFIDAVITS are eliminated as evidence on the ground that they are not really probative of the issues, are not the proper type of evidence and legally are of little value. As a compensation, the Commission liberalized conditions surrounding the use of depositions at hearings, which are held to be better evidence.

Oral arguments before the full Commission may be requested by any party eligible to participate in the original hearing before an examiner or less than a quorum of

(*Continued on page 25*)

Little Attention Given Radio In Opening Week of Congress

White Omnibus, Dill Radio Division Transfer and Anti-Lottery Bills Are Introduced

BY MARTIN CODEL

CONGRESS convened on Dec. 7, but during its first week paid scant attention to radio. That is not to say, however, that radio legislation will be entirely ignored during the Seventy-second Congress, the sessions of which probably will continue until close to the presidential nominating conventions next summer. Even the first week brought several radio bills into the legislative hopper, with the practical certainty that many more are to be introduced.

Both NBC and CBS made efforts to broadcast the opening sessions, especially the election of the Democratic Speaker of the House, but their requests for authority were rejected because of the fear of House leaders that the public might gain an impression that Congress was simply "putting on a show." Both networks flashed the report of the opening, CBS featuring the reading of President Hoover's message by Frederic William Wile and NBC carrying its regular William Hard talk.

The President's message to Congress carried no mention of radio, which is being construed as a silent expression of satisfaction with the present situation. Not so silent, however, are the Congressmen and Senators, but they are not yet very effusive about radio. This was plainly due to uncertainties regarding the organization of their respective houses and committee assignments.

Davis New Chairman

IN THE House, Rep. Ewin Davis, Democrat, Tennessee, is now chairman of the Committee on Marine and Fisheries, which has charge of radio legislation there. In the Senate, Senator James Couzens, Republican, Michigan, continues as chairman of the Committee on Interstate Commerce, charged with radio. Neither has definite plans for calling hearings on radio, Senator Couzens' office informing BROADCASTING that there was little likelihood of radio hearings there on account of more pressing economic problems facing Congress. Senator Couzens will shortly reintroduce his bill creating a Commission on Communications to regulate wire communications as well as radio and to replace the Federal Radio Commission, but he sees little possibility of action on it this session.

Rep. Davis was the first to be heard on the subject of radio on Capitol Hill. To newspapermen he criticized excessive radio advertising and declared that the Radio Commission has failed to take necessary steps to curb it. He indicated that hearings may be held on

(*Continued on page 34*)

Radio Commission's Legislative Proposals to Congress . . .

Following are the amendments to the Radio Act of 1927 proposed in a separate report to the Senate and House radio committees by Chairman Charles McK. Saltzman on behalf of the Federal Radio Commission:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That subparagraph (f)of Section 1 of the Radio Act of 1927 (47 U.S.C.A., Sec. 81), is amended by inserting after the words "within the" the words "jurisdiction of the," so that as amended said subparagraph shall read: "or (f) upon any aircraft or other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act."

Sec. 2. That Section 2 of the Radio Act of 1927 (47 U.S.C.A., Sec. 82) be, and the same is hereby amended by striking out the whole of said section and by inserting in lieu thereof the following:

"Sec. 2. For the purposes or this Act the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

"The Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa, and the Hawaiian Islands are expressly excluded from the zones herein established, but this Act shall apply to them with equal force and effect."

Annual Elections

Sec. 3. The first paragraph of Section 3 of the Radio Act of 1927 (47 U.S.C.A., Sec. 83) is amended by adding at the end thereof the following: "The chairman shall be elected annually. The Commission shall also elect annually a vice chairman, who shall act during the absence or disability of the chairman, or in case of a vacancy in the office of chairman, with all the powers and duties of the chairman."

Sec. 4. Paragraph (f) of Section 4 of the Radio Act of 1927 (47 U.S.C.A., Sec. 84) is amended by striking out the words "in the character of emitted signals," and inserting after the word "unless" the words "after a public hearing," so that as amended the proviso will read as follows: "Provided, however, That changes in the wave lengths, authorized power, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, in the judgment of the Commission, such changes will promote public convenience or interest or will serve public necessity or the provisions of this Act will be more fully complied with."

Paragraph (k) of said section is amended by striking out the first sentence and by inserting in lieu thereof the following:

Procedure Modification

"The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and the ends of justice. The Commission may hold public hearings and order testimony to be taken by deposition, at any designated place, in connection with any proceeding or investigation under the provisions of this Act; and require by subpoena the attendance and testimony of witnesses and the production of documentary evidence, from any place within the jurisdiction of the United States, at any designated place of hearing. Any member of the Commission, or any examiner or other officer or employee thereof, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place within the jurisdiction of the United States designated by the Commission. In case of failure to comply with any subpoena or in case of the contumacy of any witness appearing at any hearing before an examiner, the Commission, or a division or employee thereof, the Commission may invoke the aid of any district court of the United States. Such a court may thereupon order the witness to comply with the requirements of the subpoena, or to give evidence which is relevant to the matter in question; and any failure to obey such order of the court may be punished by the court as a contempt thereof.

"A majority of the Commission shall constitute a quorum for the transaction of business, but no Commissioner shall participate in any hearing or proceedings in which he has a pecuniary interest. The Commission may, from time to time, make or amend such general rules or orders as may be requisite for the order and regulation of the proceedings before it, including forms of notices and the service thereof, which shall conform, as nearly as may be, to those in use in the courts of the United States. Any party to any proceeding may appear before the Commission or any division thereof or before an examiner or other member, officer, or employee of the Commission holding any hearing and be heard in person or by attorney. Every vote and official act of the Commission, or of any division thereof, shall be entered of record, and its proceedings shall be public upon the request of any party interested. In every case where a hearing or investigation is held pursuant to the requirements of this Act, the Commission shall file with its decision or order, and make public an opinion or memorandum opinion in writing stating the reasons for its decision or order, and where a hearing or investigation has been held upon the merits of any matter, shall file with its decision or order and make public a written report in respect thereto which shall state the findings of fact and conclusions of the Commission. A copy of such order or decision, together with the opinion, and findings and conclusions if made, shall be forthwith served upon each party to the proceeding.

Deposition Rules

"The Commission may order testimony to be taken by deposition in any proceeding or investigation pending under this Act at any stage of such proceeding or investigation. Such depositions may be taken before any person designated by the Commission and having power to administer oaths. Such testimony shall be reduced to writing by the person taking the deposition, or under his direction, and shall then be subscribed by the deponent. Any person may be compelled to appear and depose and to produce documentary evidence in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission as hereinbefore provided.

"Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the courts of the United States, and witnesses whose depositions are taken and the persons taking the same shall severally be entitled to the same fees as are paid for like services in the courts of the United States. Witnesses shall be paid by the party at whose instance they are called.

"No person shall be excused from attending and testifying or answering any lawful inquiry or from deposing or from producing documentary evidence before the Commission, or any member, examiner, or other officer or employee thereof, or in obedience to the subpoena of the Commission, whether such subpoena is signed or issued by one or more Commissioners, or by any other person duly authorized, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or upon the taking of any deposition herein provided for, on the ground that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture. But no natural person shall be prosecuted or subject to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled under oath so to testify, answer, or produce evidence, docu-

(*Continued on page 36*)

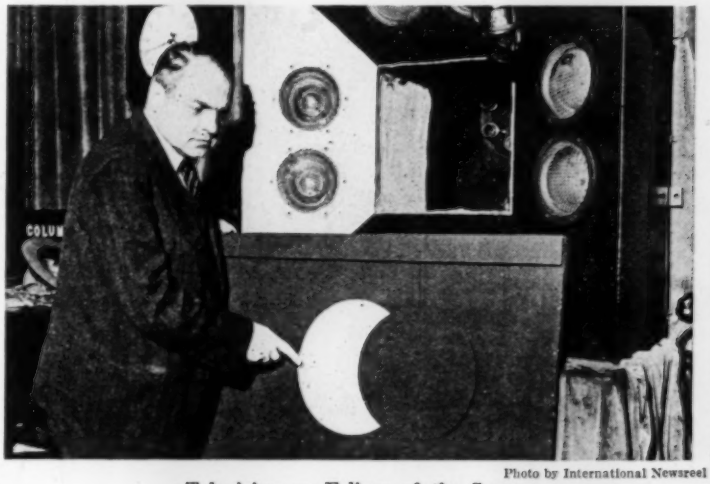


Photo by International Newsreel

Televising an Eclipse of the Sun

O. H. CALDWELL, editor of ELECTRONICS and RADIO RETAILING and former Federal Radio Commissioner, speaking before the Amateur Astronomers Association at the American Museum of Natural History, New York, Dec. 2, demonstrated how the solar eclipse of Aug. 31, 1932, can be broadcast by television with this novel equipment set up in the television studio of CBS in New York.

A large-screen Jenkins visual receiver was set up on the stage of the auditorium and through its screen the members of the association watched hte black disk of the moon blot out the bright orb of the sun. They also saw Dr. Clyde Fisher, their president, appear on the television screen to explain the progress of the eclipse, which Mr. Caldwell asserted can be televised when it occurs next year and shown to the entire country even though it will only be visible actually over a narrow track across New England.

Chicago Stations Plan Housecleaning

Strict Standards for Radio Advertising Will be Adopted At Meeting This Month; Business Bureau Aiding

By HAL TOTTEN

Hal Totten

IT'S WASH-DAY for radio advertising in the Chicago district.

When the scrubbing is completed in the near future, listeners served by Chicago stations will be able to rely upon advertising carried by those stations as being truthful, clear and fair. There will be no throat-cutting, no over-advertising, no misleading or false statements, no covering-up and nothing disparaging or offensive in the sponsored programs offered by the Chicago broadcasters.

Chicago broadcasting stations have been offered a cooperative opportunity of cleaning up their commercial broadcasts, and they have entered into the task diligently. And if any "naughty" little Chicago broadcaster does not fall in line with the move for confidence and cleanliness, the Better Business Bureau of Chicago, which brought the matter originally to the attention of the stations, promises full cooperation and support in the form of action before the Federal Radio Commission against any station in the district that fails to comply with the code adopted by the majority of the broadcasters.

The first step in this self-regulating move on the part of the Chicago stations was taken on Dec. 2 when representatives of eleven Chicago broadcasting units met with Flint Grinnell, general manager of the Better Business Bureau of Chicago. The broadcasters represented were from WMAQ, WENR, WBBM, WLS, WSBC, WCFL, WIBO, KYW, WAAF, the CBS and the NBC. Mr. Grinnell reminded them that certain radio advertising practices were getting a bit lax, to say the least, and asked if something couldn't be done about it. As a suggestion he offered a tentative draft of "standards of practice" to govern the local situation.

The stations immediately took the draft under advisement, and a meeting was scheduled for Dec. 29. At that time the code, revised by the stations as they think advisable, will be submitted to each station with an invitation to sign it and abide by it.

Mr. Grinnell explained that his organization will continue to cooperate to the fullest extent with the stations and that failure on the part of any Chicago station to conform to the standards advanced by the majority will be regarded by the Chicago Better Business Bureau as sufficient cause to file a complaint with the Federal Radio Commission on the ground that persistent violation of the standards constitutes an offense against public interest, convenience, and necessity.

The recommended Standards of Practice for the Acceptance of Broadcast Advertising, as the code is called, is to be presented for the stations' approval in the following form:

Text of Proposals

"AN AGREEMENT—We, the undersigned, hereby agree that we will conform to the following provisions of the Standards of Practice, adopted by the National Association of Broadcasters, on March 25, 1929, as follows:

"1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter that would commonly be regarded as offensive.

"2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, so that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the radio audience.

"3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

"4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

"5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

"6. Every broadcaster shall strictly follow the provisions of the Radio Law of 1927 regarding the clear identification of sponsored or paid-for material.

"7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals or to competing products or services, except where the law specifically provides that the station has no right of censorship.

"It is further agreed that in the enforcement of these Standards of Practice we will cooperate with the Better Business Bureau of Chicago to the end that the highest standards of broadcast advertising be maintained; and that for the guidance of station managers and salesmen the following standards will be used to determine the acceptibility of contracts for broadcast advertising:

Standards for Advertising

"1. Superlatives and Unproven Statements—Unwarranted superlatives, exaggerations and unproven statements shall be considered as not acceptable.

"2. Ambiguous Statements—No statements capable of misunderstanding shall be acceptable. This is to avoid the possibility of deception.

"3. Infringements—No program will be accepted which through plagiarism or imitation will have a tendency to deceive or confuse the radio audience.

"4. Disparaging Statements — No broadcast will be accepted which disparages or reflects on competitors or their products in any manner.

"5. Offensive Statements — No program or announcement will be accepted that is slanderous, obscene, profane, vulgar, repulsive or offensive in either theme or treatment.

"6. Bait — No bait broadcasts will be acceptable. (Baiting is the practice of offering at a low price merchandise which the advertiser does not intend to sell but uses as a come-on to sell higher priced goods. An example would be the use of well-known brands or tradenames when only a very limited quantity in undesirable patterns is available.)

"7. Seconds, Not First Quality, Rebuilt—Seconds, reconditioned, or merchandise of imperfect quality shall be so designated in all broadcasts.

"8. Guarantees—All statements relative to guarantees shall be direct, qualify as to the exact meaning, and be without subterfuge of any nature.

"9. Time Limit—When 'Time Limits' are accepted in broadcasts, such as 'from 9 to 12 Monday morning,' the advertiser should understand that the sale must be continued at that time. Otherwise the 'time limit' ceases to be of value.

Proof Required

"10. Direct From Factory—No claims, such as 'Direct from factory to you,' or other statements creating a factory appeal, will be considered as acceptable unless supported by proof of their accuracy from the advertiser.

"11. Wholesale — No claims of selling at wholesale to the public will be acceptable unless positive proof is given of the accuracy b. the advertiser.

"12. Going out of Business; Bankrupt—Going out of business sales, closing out sales, fire and bankrupt sales, and others covered by the Illinois statute regulating distressed goods sales will be considered as not acceptable until proved bona fide and until a license to conduct such a sale is obtained from the city clerk by the advertiser.

"13. Comparative Prices—Comparative prices are susceptible to misunderstanding if employed and should never be used to mislead or deceive the public.

"14. Overloading—This station will not permit the overloading of a program with advertising matter either through announcements or by too frequent mention of trade names and products.

"15. Reputation — No advertising matter, announcement or program will be accepted by this station which may, in its opinion, be injurious or prejudicial to its reputation or to honest advertising and the good will of its audience."

There were 20 radio stations originally invited to take part in the discussion and to participate in the drawing up and signing of this set of standards. They included member stations of the NAB as well as the others. It is not expected that all of the stations in the district will sign, but the major ones—or most of them—have indicated their intention to do so and a strict watch is going to be established with action promised against all violators.

Mellon Urges A Tax On Sets, Messages

A FLAT five per cent tax on "manufacturers' sales" of radio and phonograph equipment and accessories and a graduated tax ranging from five to ten cents on charges for radiograms, telegraph, cable and long-distance telephone messages, were recommended to Congress Dec. 9 by Secretary of the Treasury Mellon. These taxes were included among the so-called luxury taxes recommended by the Treasury as a means of deriving revenue to help offset the $2,000,000,000 deficit facing the government for the current fiscal year.

No estimate was made by Mr. Mellon or Internal Revenue officials as to the amount of revenue the Government hoped to realize from the radio taxes alone. It was stated officially that these figures had not been broken down, and might vary widely from the estimates. It was plainly intimated that it might arouse the opposition of the various industries involved to stipulate that a given contribution was expected.

There is no assurance that Congress will enact the new tax schedule so that the taxes would become immediately effective. Democratic leaders in the House, where such legislation must originate, indicated that they would take their time, and that six months might elapse before a schedule is worked out.

The Treasury does not intend to suggest a tax on the "sponsored program" receipts of stations as proposed by Representative LaGuardia, Republican, of New York. Internal Revenue officials said that broadcasting stations, like other corporations and organizations, would be affected in any possible increased taxation through income and corporation tax increases, rather than on such an intangible commodity as the program itself. The suggested Treasury tax on telephone, telegraph, cable and radio messages is five cents for charges in the amount of 14 to 50 cents and 10 cents for rates in excess of 50 cents.

Cuts Off "Sexy" Song

JOHN L. CLARK, program director WBZ-WBZA, Boston, recently cut the program of Joe Rines, dance band leader, off the air when the latter scorned the station's ban on sexy songs and started to sing "Here Comes the Missus." Clark was attending a luncheon of the Boston Advertising Club, which was being entertained by Rines, when he ordered the broadcast halted.

A Calm View of Radio by a Newspaper Man

By A. L. MILLER*
President, Battle Creek Enquirer-News

Menace to Press is Minimized by Publisher-Broadcaster; Possibility of Cooperative Advertising is Predicted

A. L. Miller

SUCH information as we have on radio, and radio related to the newspapers, comes from two sources. One, our knowledge of the discussion now going on in publishing circles and, two, our own experience in operating a small radio station. [The Battle Creek Enquirer-News owns and operates WELL, Battle Creek, 50 watts, 1420 kilocycles].

This knowledge does not qualify us as an authority on the subject. It does not permit us to know what the publishers should think about the radio competition or what they should do about it. Our opinions on the matter, such as they are, are our opinions only. They may not be your opinions. They are not offered as the law and gospel of the situation, but as our own guess on some aspects of it. And there of course is the possibility that we may guess wrong. The same possibility applies to much of the other opinion, some of it very positive, offered on the subject.

On the general proposition of radio competition with the newspaper, there is no question but that it now exists in advertising. It probably exists to some extent in news dissemination. In this particular I do not think the competition is as serious as is sometimes claimed. But, at any rate, we are in a new world and a changing world. Changes so vast that the adjectives sought to describe them have become frazzled and flabby have occurred during the years in which I have been coming to these Inland meetings. The radio is a part of that change. The present public mind, its interests, its habits, its "wills" and its "won'ts" are also a part of it. We may sigh sometimes for the brave days of old, but we can't have them back.

Radio is part of the new situation. So is the telephone perfection which enables me to take up the receiver, ask for New York or San Francisco and get the number almost as quickly as a number in my own city.

Retaliation Obvious

I DON'T think radio is as harmful or as menacing to the newspaper business as is sometimes claimed—but if it were I don't know what could be done about it. Some of the retaliation suggested is so obvious in its application that it would scarcely seem to have needed suggestion. Keeping out of the newspaper free radio advertising; keeping out advertising names; keeping radio programs down to reasonable limit and within the news demands; refusing free publicity to promote a feature whose expenditure is confined to the radio, when the feature represents a stunt, or an advertising project rather than news—these all seem to me to be the obvious applications of good sense.

As an illustration of my belief on this line let me say, before going into particulars with reference to our own experience in radio operation, that our radio station buys display advertising in the newspaper at the regular rate and pays its bills once a month.

I have heard, as you have, that some newspapers eliminate radio programs altogether and that they are said to be quite successful in doing it. It would seem to me to be wholly a question of what is news in that territory—what the readers feel that they have a right to expect from the paper. Our observation has been that the public relies on the papers for certain kinds and amounts of radio information—that this matter is news to the reader. Therefore we give it. The fact that we have some objection to the radio cannot, we believe, be a factor in guiding our editorial judgment as to what we shall give our readers. We do not see how we can determine our news policy by considerations of friendship or enmity for those who are concerned in the news. We do not believe our readers would permit us to do that if we were willing to do it.

We question whether the radio use of a news story lessens its interest as a newspaper story. It may in some cases, with some kinds of stories. We never have hesitated to broadcast bulletins on any news story which we thought had radio bulletin features. If the story justified a newspaper extra, we forecast the extra in the broadcast and followed, on the broadcast, with bulletined development between the extra and the regular. Our theory has been, and our experience has seemed to be, that this in no way lessened and it seemed to increase news-reading interest. But if it didn't, what then? In these days the public probably is entitled to news as quickly as it can get it. Otherwise, it might be much more comfortable to cut out the extras, and let the well-ordered regular edition tell the story.

If President Hoover spoke on the radio last night, the fact that he did, and the text of what he said, probably are news today, and the news element and its obligation upon the newspaper probably are not changed by any wish we might have that he had spurned the radio and given his talk first to the newspaper. If the radio brings us all the details of the football game on Saturday, the story probably still belongs on the sport page on Sunday morning, even though we might wish that the public interest was sympathetic enough with our desires to let us bottle the thing up, shut off from the radio, until we could print it as a news story.

SUPPOSE the radio is proving a competitor of the newspaper in advertising and news dissemination. What can be done about it? This is the question asked of a press association by a man experienced in both fields, and his conclusion, so far as the press is concerned, is — nothing. Radio is here, he says, and the press will just have to get along with it. But the menace is exaggerated, he believes. He suggests that broadcasters may see the wisdom of encouraging sponsors to advertise their radio features in the newspapers.

Like Other Innovations

THIS line of reasoning could be followed to an unlimited extent, but it all bears on this point—that the radio is here, just as a thousand other innovations that have upset all the customs of a past age are here, and public progress and habit are tuned to it, and I rather think we shall have to get along with it.

It seems important to remember that radio has come upon us—burst upon us seems the better expression—so rapidly that we do not know where we are going; we only know that we are on our way. The word "broadcast" was new and strange to us only a little while ago.

But with the coming of this marvelous, revolutionizing discovery—this facility for picking sound out of the air—there of course came the necessity to have the sound created and sent to us. Hence, broadcasting. Broadcasting costs money. Somebody has to do it and somebody has to pay for it. There immediately arose another necessity. There had to be some regulation over it. If everybody tried to broadcast, nobody could broadcast. So the federal law was passed; the Radio Commission was created. The procedure, like radio itself, was experimental. Perhaps mistakes were made, are being made. They are a part of one of the biggest, most puzzling jobs which we as an organized society have tackled.

We have had our own difficulties with the radio regulations. We have had our failures to get what we asked for. We have seen what amounts to the impossibility in our territory of getting a new channel on the air to serve a purpose and a community for which we thought the argument was most convincing. In some of the applications of the regulations we have our sense of injustice. But we have been impressed by the great complexity of the job, the almost staggering difficulties of it in its scope, its lack of precedent and the novelty of principles involved. I could criticize sometimes, but I don't believe I could perform with perfection and universal satisfaction if I had the job to do.

Only Two Choices

I CAN see, off hand, but two ways to have broadcasting. To have it as a private enterprise, publicly controlled, with the broadcasters seeking their own ways of making it pay or doing it for love and glory; or have it as a government monopoly and a government function. An ideal government might give us ideal broadcasting and either put the cost into our tax bills or take it out of a license fee for our receiving sets. Unfortunately, ideal governments are scarce. As things are, I do not welcome the thought of government broadcasting or government newspaper publishing.

I note some urgent recommendations that advertising be barred from the air by Congressional enactment; also high endorsement of the idea of paying for radio by a tax on radio sets. If this is a better thing than what we have, and if it is as simple as it sounds, I am for it. It seems to me, however, that the plan ought to be laid down in full. I do not see any way to levy tax and run radio than by making radio a government monopoly, or a monopolistic concession regulated by the government. This might be all right, but

(*Continued on page 32*)

*Excerpts from a recent address before the annual meeting of the Inland Daily Press Association, Chicago.

XUM

Composers Forming New Rates Will Confer With Broadcasters

A. S. Clarke, WBTM Director, Polling Stations As Rosenthal Promises 3-Year Licenses

THE AMERICAN Society of Composers, Authors and Publishers is still seeking some sort of a formula whereby new rates can be charged broadcasting stations using copyrighted music controlled by the organization, according to Gene Buck, president.

Mr. Buck informed the New York correspondent of BROADCASTING that as soon as the new yardstick is worked out a conference will be called with broadcasters. He said that the majority of the large stations are enjoying increased profits as indicated by reports that there was a 25 per cent increase in national radio advertising during the last year.

Julius Rosenthal, general manager of the Society, who now is ill, recently notified broadcasting stations that the new rates would be effective in February. He contended that broadcasting had played havoc with the music publishing business and that sheet music sales had dropped 90 per cent during the last 12 months. It was indicated that the terms of the new licenses would probably be announced early in 1932.

Loucks' Position

IN A STATEMENT discussing the copyright situation, Philip G. Loucks, managing director of the National Association of Broadcasters, declared that, on the whole, the prosperity of the broadcasting industry has been "grossly misrepresented to the public." He said that it is the hope that a satisfactory solution to the copyright problem will be found, and he predicted that the solution can be found in the establishment of a fair and equitable method of arriving at charges, by fixing fees at rates which stations can afford to pay and by giving stability to the situation through the granting of long term licenses.

Another angle of the copyright situation came to light early in December, when A. S. Clarke, director of WBTM, Danville, Va., a 100-watter, circularized broadcasters with a questionnaire asking whether they favored the percentage, card rate or some other basis for fixing copyright fees. Mr. Clarke is openly opposed to the NAB suggestion that fees be put on the basis of card rates (see BROADCASTING, Dec. 1).

Mr. Clarke enclosed with the questionnaire a copy of the letter he wrote to the editor of BROADCASTING, a copy which he also sent to Mr. Rosenthal in New York. From Mr. Rosenthal came a reply that is highly significant, particularly in that it announces that the proposed new copyright license which Mr. Rosenthal says will not be imposed without further conferences with the NAB will be for three year terms. The Rosenthal letter to Mr. Clarke follows:

"This is to acknowledge with thanks the receipt of your letter of the 17th, together with the enclosure consisting of a copy of your letter of the same date addressed to Mr. Martin Codel, Editor of BROADCASTING, Washington, D. C.

"We appreciate the sentiment which you have expressed, but regret to say that the representatives of the broadcasters who have met us in conference are unanimously opposed to a plan or system whereby we shall be paid upon the basis of a percentage of the money which the station receives from commercial broadcasting.

"We have found upon investigation that the plan which was suggested to us by the Committee of the National Association of Broadcasters, Inc., would materially increase the rates paid by the smaller stations of the country, most of which we find are not members of the NAB, and would reduce the rates paid by the larger and important broadcasting stations which do between 80 and 90 per cent of the commercial broadcasting of the country.

"We shall proceed to hold further conferences with the representatives of the NAB and it seems too bad that there is not a similar association to represent the 'independent' or smaller broadcasters. Nevertheless you can rest assured that whatever plan we do adopt, consideration will be given to the operating conditions of every broadcaster.

"There is just one statement which you make that we desire to correct. Our members are not jealous of the prosperity of the broadcasters but their business has been affected to such an extent that they cannot exist any longer unless they receive adequate compensation from the broadcaster who, notwithstanding the depression throughout the country in every other industry, has prospered materially.

"I also wish to say to you that in order to give stability to the broadcaster, our license contemplates that the license shall be issued for a period of three years. and thus the broadcaster will know what his rate will be for that definite period.

Yours very truly,
J. C. ROSENTHAL."

Wave Measuring Service

A FREQUENCY measuring service for broadcasting stations, to meet a need for accurate outside checks on emitted frequency in view of the new 50-cycle plus and minus deviation regulation of the Federal Radio Commission, is announced by RCA Communications, Inc., effective immediately. Service will be from the Frequency Measuring Laboratory at Riverhead, L. I., heretofore maintained to monitor the frequencies of international radiotelegraph transmitters operated by or received by RCA. General Order 116, prescribing a maximum 50-cycle deviation, is effective June 21 of next year.

Puts Them on "Cold"

AMATEUR NIGHTS on WBSO, Needham, Mass., consists of placing would-be radio performers before the microphone without previous auditions or rehearsals. The result has been a tremendous interest in the part of the community, in which everybody is interested in the artistic aspirations of his neighbor and his family, according to Winslow Webber, manager. The station has also uncovered some exceptionally good talent in this way, says Mr. Webber. Often, the more "awful" the performance, the more amusing it is to the audience. However, when it gets too awful, the control room man simply drops the needle on a transcription and the performer finishes his turn without knowing he has been cut off.

Yost Would Share WRAK With Press

Newspaper Favored in Test Case by Chief Examiner

ANOTHER precedent leading to possible encroachment upon the facilities of existing broadcasting stations by interests now outside of radio is seen in the recommendation of Chief Examiner Yost Dec. 2 that the Federal Radio Commission grant one-half of the present assignment of WRAK, Williamsport, Pa., to the Williamsport Sun-Gazette Co.

While Mr. Yost at the hearing on the newspaper application said he did not consider the case as a "test"—though Attorney Elisha Hanson declared it was—the recommendation nevertheless raises the question as to the right of newspapers to engage in direct competition with existing broadcasting stations in their communities. It is problematical whether the Commission will sustain the chief examiner's finding.

WRAK is operated by C. R. Cummins on the 1370 kc. channel with 100 watts. The Sun-Gazette Co., which publishes both the morning and afternoon papers in Williamsport, applied for one-half of WRAK's time with the support of the organized newspaper publishers of Pennsylvania and of the American Newspaper Publishers Association. Advertising competition between the local newspapers and the station was made an issue in the hearing held Oct. 20 and 21.

In opening the hearing Mr. Hanson, counsel for the newspaper company and Washington counsel for the A.N.P.A., said that the application was considered by the association and by the Pennsylvania state branch as a test to protect the advertising rights of newspapers. He said that any one has the freedom to enter the newspaper business, while radio stations are more or less protected by the license they hold from the Radio Commission.

Mr. Yost did not allude to the "test case" aspects of the controversy in his report (Examiner's Report No. 295). He did, however, discuss advertising competition between the station and the newspaper, and the programs of WRAK, concluding that the public service record of the station would be "improved" by reducing the excessive amount of sales talk and direct price-quoting, and substituting broadcasts of a "real public service character."

"A modern newspaper organization," said Mr. Yost in his conclusions, "is in a position to efficiently cooperate with a radio broadcasting station closely affiliated with or a part of its own organization. * * * Notwithstanding the fact that Williamsport has a radio broadcasting station, the Examiner is clearly of the opinion that improved and enlarged radio reception would result to the people of Williamsport and vicinity by granting the application of the Sun-Gazette Co."

The issue in the case was described by Mr. Yost as whether WRAK should be given a license renewal for full time or whether the application of the Sun-Gazette Co. for a construction permit for a new station should be granted. No questions or interference or quota were involved, he said.

The contention was made by the newspapers, Mr. Yost stated, that Cummins devotes his station "wholly to competition against the local newspapers and the business of getting broadcast advertising; that his rates for such advertising are exceedingly low; that the advertiser can say whatever he pleases and as much as he pleases during his particular broadcasting period."

Dill Raps Coasts' Hold on Channels

ATTACKING clear channels on the two coasts as wasteful of the nation's radio facilities, Senator Dill, (Dem.), Wash., criticized the Federal Radio Commission at a hearing before Chief Examiner Ellis A. Yost on Dec. 9 for its "failure" to adjust broadcasting conditions in this country. He appeared as a witness for KVI, Tacoma, an applicant for the faciltiies occupied by KXA, Seattle. The former station operates limited time on 760 kc. with 1 kw. KXA is on 570 kc. with unlimited time and 500 watts.

Senator Dill said he hoped the Commission will work out administrative details itself, but cautioned that if it did not, Congress would have to take a hand and enact remedial legislation. He said he would be the last one to foster any move to set aside or allocate frequencies for education or labor. The Commission should take a "broad view of the whole broadcasting situation" to avoid Congressional intervention, he said.

"A town of over 100,000 people is entitled to a radio station in this day and age to get on the air with programs," the Senator asserted. He added it was his view that between 6 and 8 p.m. more people listen to their radios than at any other time during the day.

Judge John Kendall, of Portland, appeared as counsel for KVI, and Paul D. P. Spearman represented the Spokane station.

XUM

How to Get the Best Results From Radio

By LEWIS ALLEN WEISS*
General Manager of The Don Lee Broadcasting System
and Director of KHJ, Los Angeles

Advertising Medium Held Most Effective and Economical; Agencies Warned Not to Shout in Private Homes

Lewis Allen Weiss

RADIO has characteristics common to no other advertising medium, says this successful broadcaster, but it achieves its purpose more quickly and efficiently than any other medium. The peculiar but intimate bond which exists between listeners and their favorite stations is here explained in original fashion. Some tangible examples of the writer's logic are added.

ONE OF the evidences of the all-prevading influence of radio was recently illustrated in my home. My small daughter, aged eight, when asked to say grace, bowed her head and started off by saying . . . "This food comes to you through the courtesy of God Almighty."

I have known all of you too intimately and too long to feel that the sacrifice of either your time or mine could be compensated with a stilted and formal speech designed for style rather than content.

I feel, rather, that I owe it to you and the industry which I represent to leave with you today a closer and more sympathetic understanding of advertising's youngest and most dramatic medium . . . radio.

No criticism of you is intended when I remind you that advertising agencies played no important part in the development of radio until that medium had proved itself to the point where you were forced to recognize its potency for influence and its powers of resultfulness as an advertising medium. I realize that experimentation with your clients budgets in new and improved media is not your prerogative. But, now that this medium has demonstrated its right to a competitive and sometimes a superior place in your budgets, it behooves you to acquire a better understanding of the possibilities of radio's uses and abuses.

Radio has characteristics common to no other advertising medium with which I have ever had any experience. It is the most sensitive and the most responsive contact that has ever been devised between seller and buyer.

Listener-Station Bond

TO HAVE a better appreciation of its peculiar characteristics, let me give you an intimate picture of the odd bond that exists between the average radio listener and his or her favorite station.

The average citizen buys a radio set of good, bad or indifferent quality and immediately expects of it the utmost in radio reception. If statistics mean anything, not one man in thirty even knows how to tune in a station, let alone hook up a set properly.

But the minute Mr. Average Citizen gets his dials going, a peculiar psychological change takes place and he immediately becomes imbued with the idea that he is an imperial and absolute monarch and that all broadcasting thereafter should be scheduled to suit his individual tastes, moods and convenience.

Excerpts of a recent address before the Santa Barbara convention of the Pacific Association of Advertising Agencies.

This attitude is at once reflected in his telephone calls and letters to the station to which he usually listens, whether he is complimenting the station or condemning it. This strange phenomenon, however, is not an unmixed evil, because whenever a consumer gets that close to a medium the possibilities of influence through that medium become readily apparent.

One of the first things to consider, in contemplating any advertising media, is the kind, character, mood and condition of the consumer that you desire to sell, whether you are exploiting a product or service or attempting to maintain a demand for one or the other.

Shouting in a Home

WITH this you will all promptly agree. Yet, stop and consider your consumer listening to your message over the radio. He is sitting in his living room, in the quiet of the evening. His wife and small child, and probably some elderly member of his household, are likewise in the room. Would you enter that room in that quiet and peaceful home, shouting at the top of your voice the merits of a five cent cigar, or what have you? Of course you wouldn't, but that is what many of you instruct the broadcaster to do.

Radio, used with an intelligent understanding of its peculiar characteristics, will do for you what no other advertising medium can do, and do it more quickly and more economically than any other medium can.

I say this after more than twenty years of experience in this business of advertising from the viewpoint of both buyer and seller. I used to think that radio could only lend itself to the luxury of goodwill building. The following experiences would indicate the contrary to be true:

Folger's Coffee has been sold in this market for ninety years. Their position in the market a year ago rated about seventeenth or eighteenth among the coffee sold here.

They came on our system about a year ago with a small appropriation, but with a good broadcasting and merchandising idea. They depended upon radio alone to put that idea over. They did not change their can or their label or their price or their credit policy. Within ninety days they opened two thousand new accounts in Southern California alone, and today they are challenging the coffee occupying the second place in the Pacific coast market in tonnage, money value and the number of cans of coffee.

Other Examples

THE LOS Angeles Soap Company, at the approximate cost of $150 a day, is eliciting, over KHJ alone, an average of 1,000 letters a day and each letter contains two box ends from White King soap packages, representing an 84 cent purchase in each instance.

The Signal Oil Company reports an average of 1,000 new calls a week at its service stations as a result of a broadcast at a moderate cost.

Straska Toothpaste owes both its nation-wide distribution and enormous sales to radio alone and frankly admits it.

The California Fruit Growers Exchange, the largest distributors of fruit in the world today and careful analysts of their huge advertising expenditure, report the lowest "cost per inquiry" in their entire advertising experience from the use of radio.

I could cite many more equally eloquent illustrations of radio's ability to produce tangible sales results, but I believe that the typical experiences outlined here have afforded adequate evidence of my subject.

Six Stations Attack High Power Order In Appeals from Commission's Denials

Appellants Challenge High Power Order But Do Not Block 50 Kw. Awards To Stations

CHALLENGING the validity of the restrictive high power regulation, but without attempting to block the high power grants to the successful applicants, six broadcasters have filed appeals with the Court of Appeals of the District of Columbia seeking to have reversed the Federal Radio Commission's decision of Nov. 17 denying them the maximum power of 50 kw. One appeal was taken Dec. 5 and the others Dec. 7—the date on which the 20-day appeal period expired.

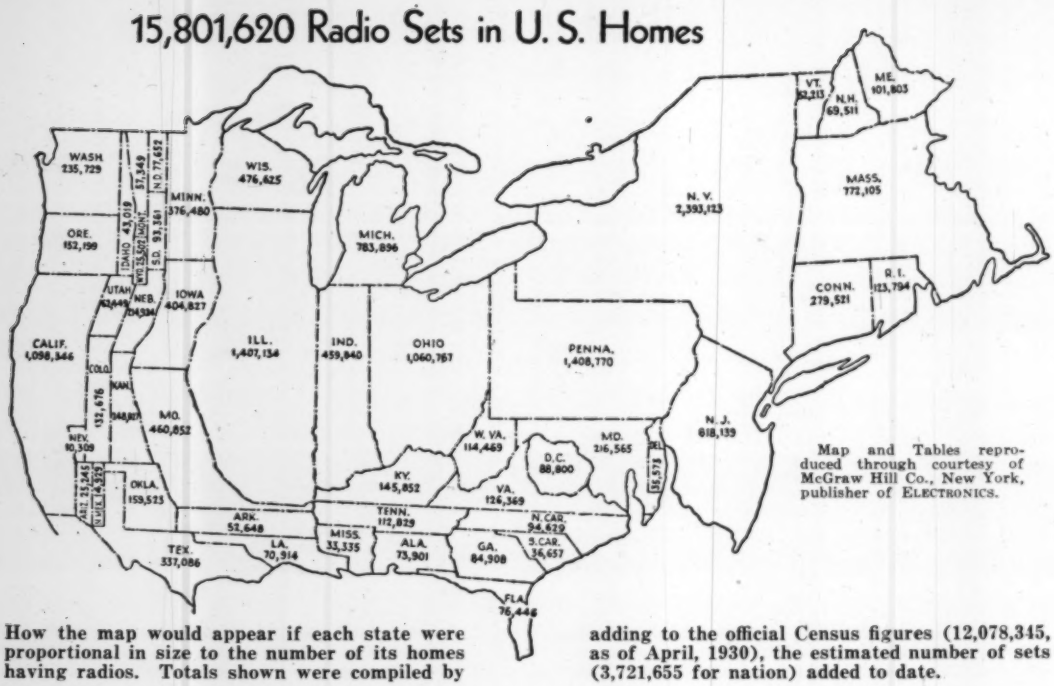
With the exception of the appeal filed by WTMJ, of the Milwaukee Journal, which sought the facilities occupied by WENR and and WLS, Chicago, the petitions primarily questioned the validity of General Order 42, as amended, which limits to four the number of clear channels in each zone which may accommodate stations of the maximum 50 kw. power. They are unanimous also in the contention that the invalidity of the regulation was clearly established during the protracted hearings before the Commission more than a year ago and that public interest would best be served by granting all qualified applicants on clear channels the right to use the maximum power.

The stations which noted appeals are WJZ, New York; KGO, Oakland, Cal.; WMAQ, Chicago; WGN, Chicago; WHAM, Rochester, and WTMJ, Milwaukee. They were among the two dozen stations which competed for the nine vacant 50 kw. assignments. All but WTMJ, are on clear channels, WTMJ being a regional station with 1 kw. at night and 2½ kw. daylight.

Stations which were granted increases to 50 kw., and which may

(*Continued on page 34*)

15,801,620 Radio Sets in U. S. Homes



Map and Tables reproduced through courtesy of McGraw Hill Co., New York, publisher of ELECTRONICS.

How the map would appear if each state were proportional in size to the number of its homes having radios. Totals shown were compiled by adding to the official Census figures (12,078,345, as of April, 1930), the estimated number of sets (3,721,655 for nation) added to date.

Since Uncle Sam's radio census of April, 1930, announced for the whole of the United States on Dec. 1, at least 3,723,275 receiving sets have been sold to homes previously without radios, according to estimates based on the McGraw-Hill Company's annual production and sales statistics for 1930 and 1931 reported in the December ELECTRONICS. With the permission of O. H. Caldwell, editor of ELECTRONICS, the above map is reproduced to show how the respective states would stand if their sizes were proportional to the number of their homes having radios.

The McGraw-Hill Company estimates that since the census count of 20 months ago the Census Bureau's total of 12,078,345 homes with radios has grown to 15,801,620—which would mean better than every other home in the United States. The distribution of these sets among states is shown in the table below as well as the map:

State	U. S. census *Homes with radio as of April,* 1930	Since census *Sales to homes without radio*	Homes with radio *as of Dec.* 1, 1931
Maine	77,803	*24,000*	101,803
New Hampshire	53,111	*16,400*	69,511
Vermont	39,913	*12,300*	52,213
Massachusetts	590,105	*182,000*	772,105
Rhode Island	94,594	*29,200*	123,794
Connecticut	213,821	*65,700*	279,521
New York	1,829,123	*564,000*	2,393,123
New Jersey	625,639	*192,500*	818,139
Pennsylvania	1,076,770	*332,000*	1,408,770
Ohio	810,767	*250,000*	1,060,767
Indiana	351,540	*108,300*	459,840
Illinois	1,075,134	*332,000*	1,407,134
Michigan	599,196	*184,700*	783,896
Wisconsin	364,425	*112,200*	476,625
Minnesota	287,880	*88,600*	376,480
Iowa	309,327	*95,500*	404,827
Missouri	352,252	*108,600*	460,852
North Dakota	59,352	*18,300*	77,652
South Dakota	71,361	*22,000*	93,361
Nebraska	164,324	*50,600*	214,924
Kansas	189,527	*58,500*	248,027
Delaware	27,183	*8,390*	35,573
Maryland	165,465	*51,100*	216,565
District of Col.	67,880	*20,920*	88,800
Virginia	96,569	*29,800*	126,369
West Virginia	87,469	*27,000*	114,469
North Carolina	72,329	*22,300*	94,629
South Carolina	28,007	*8,650*	36,657
Georgia	64,908	*20,000*	84,908
Florida	58,446	*18,000*	76,446
Kentucky	111,452	*34,400*	145,852
Tennessee	86,229	*26,600*	112,829
Alabama	56,491	*17,410*	73,901
Mississippi	25,475	*7,860*	33,335
Arkansas	40,248	*12,400*	52,648
Louisiana	54,364	*16,550*	70,914
Oklahoma	121,973	*37,550*	159,523
Texas	257,686	*79,400*	337,086
Montana	43,809	*13,540*	57,349
Idaho	32,869	*10,150*	43,019
Wyoming	19,482	*6,020*	25,502
Colorado	101,376	*31,300*	132,676
New Mexico	11,404	*3,525*	14,929
Arizona	19,295	*5,950*	25,245
Utah	47,729	*14,720*	62,449
Nevada	7,869	*2,440*	10,309
Washington	180,229	*55,500*	235,729
Oregon	116,299	*35,900*	152,199
California	839,846	*258,500*	1,098,346
U. S. Total	12,078,345	*3,723,275*	15,801,620

Studios Underground

EIGHT studios in the Italian broadcasting system's new "Palace of Broadcasting" in Rome, inaugurated this month, have been built underground. The three stories of the structure which rise above the street level contain artists' quarters and administrative offices. The object of the underground studios is insulation from extraneous noises. One of the studios is the side of a large theater and is to be used exclusively for grand opera.

Radio Writing Course

THE ST. LOUIS Artists Bureau and Radio Training School of St. Louis, early in December inaugurated a correspondence school in writing continuity for broadcast purposes. KMOX, St. Louis, will purchase the best manuscript produced by a student during the course and will produce it over the air. David B. Flourney, a Phi Beta Kappa from the University of Missouri and a newspaper man, will direct the course.

Rome Choir Over NBC

THE SISTINE Choir singing from Rome will be heard in America on Christmas Eve over an NBC-WEAF network at 9:30 p.m. EST. Probably one of the greatest of all Catholic choirs, the Sistine Singers for centuries enjoyed the exclusive privilege of singing at all ecclesiastical functions in which the Pope participated. The makers of G. Washington Coffee are sponsoring the broadcast in place of the usual Sherlock Holmes feature.

Electrically Wired Homes Increasing

Widening Market for Radios Revealed by U. S. Report

ELECTRIFICATION of American homes has steadily increased during the last five years, Marshall T. Jones, chief of the Electrical Equipment Division, Department of Commerce, states in reporting the first results of a study undertaken in cooperation with the National Electric Light Association. To radio broadcasters and manufacturers this indicates a constantly widening market for socket powered radios, although battery set sales have continued large also in the last year or two.

The count of wired homes to date embraces 21 states, and the District of Columbia, and data for the remaining states will be made available upon request as fast as compiled. The electrified homes in the nine states reported were as follows, BROADCASTING offering also a comparison with the total number of families for those states reported in the April 1, 1930 radio census:

States	Electrified Homes	No. of Families
Alabama	149,854	592,530
Arizona	54,269	106,630
Arkansas	96,955	439,408
Delaware	38,167	59,295
D. C.	104,154	126,014
Idaho	66,481	108,515
Illinois	1,600,779	1,934,445
Indiana	589,701	844,463
Kentucky	241,541	610,288
Louisiana	166,802	486,424
Michigan	932,982	1,183,157
Mississippi	72,972	472,354
Missouri	551,903	941,821
Montana	66,598	137,010
Nevada	13,264	25,730
Ohio	1,310,734	1,700,877
Oklahoma	222,737	565,348
Tennessee	204,683	601,578
Utah	94,462	116,254
Virginia	218,722	530,092
W. Va.	149,644	374,646
Wisconsin	521,275	713,576

Sets Follow Lead of Radio Stations

A TABULATION based on the official United States radio census (see BROADCASTING, Dec. 1) showing that the percentage of receiving sets in use, with only two exceptions, is approximately directly proportional to the percentage of transmission facilities assigned was made public Dec. 4 by the Federal Radio Commission.

While the compilation was issued without comment, it is designed to show that the terms of the Davis Equalization Amendment are apparently are being met. The Commission has no control over receivers, and, of course, is not responsible for set distribution. The figures show, however, that it is almost the invariable rule that receiving sets are preponderant in the areas of greatest population and where the most stations are located.

The tabulation, which is classified by zones and states, may be procured from the Commission by writing for Mimeograph No. 5825.

XUM

A Juvenile Program That Pleases Parents

By CHARLES W. BURTON
Manager of WEEI, Boston

Broadcast Must Loosen Purse Strings of Adults As Well As Entertain Children; Cap'n Bailey Feature Cited

Charles Burton

WHAT is a good juvenile program?

One that creates a demand among children for merchandise adults will be willing to pay money for. Unless it interests youngsters, the program will fail to make them hungry for that merchandise. If the program fails to hold the attention of adults, Mother, Dad and Uncle Ned will not loosen their purse strings.

And there you are. Briefly, a successful juvenile feature must be constructed so as to amuse listeners of every age. It seems as if anybody should be able to understand that. Yet advertisers continue to insist, and agencies continue to recommend, that juvenile programs be aimed at a mental age no greater than six years. Station officials try to point out that six-year-old tots don't buy underwear, sweaters, shoes, or even five-cent candy bars. But it's no use usually. The sponsor, who is spending the money, fondly believes that Junior climbs on his father's knee and says: "Hey, pop! I heard a swell yarn about Ducky-wucky Daddles and the six little skunklings. Gimme five bucks to buy a Ducky-Daddles Sweater."

It so happens that Amos 'n' Andy are selling toothpaste, that the Stebbins Boys are selling ham and butter. Yet either program would sell tricycles, cowboy suits and the like. Why? Why not? Is there anything so profound about either program that a child couldn't understand it? Of course not. If there were, few adults would watch the clock for these programs each evening. Furthermore, if anybody doubts that the Stebbins Boys appeal to youngsters, let him come out to my house any night that my daughter, six, and son, four, are made to retire prior to the time John and Eslie come on the air.

How it Works

HERE is an instance of success in aiming a program at the adults through the youngsters:

Eight weeks ago the president of an advertising agency found himself in a hole. He had obtained a contract for the production over WEEI of 40 daily half-hours for a manufacturer of children's wearing apparel. The act he intended using was not available. It was Thursday. The series was scheduled to begin Friday evening. Would the writer of this article produce a program for him?

This writer had pounded out approximately a quarter of a million words describing the humorous and exciting adventures of a mythical character called Cap'n Zachariah U. Bailey, a retired mariner of Cape Cod. Of these words 100,000 were contained in a novel, the rest in dialogue programs. A firm of cleansers and dyers sponsored 130 programs, and a manufacturer of gas ranges sponsored 65. Neither of these sponsors realized he was broadcasting a juvenile program. Neither would have believed so if it had been pointed out to him, despite the fact that 50 per cent of the letters received were written in childish scrawl.

If the writer had explained his program in detail to the agency man, he would have turned it down on the ground that it didn't have sufficient juvenile appeal. But there was no time for explanations. After inducing the man to sign an agreement giving him carte blanche, the writer went to work. This was the idea:

Cap'n Bailey bought a junked clipper ship and turned it into a seagoing club for boys and girls. To join, each youngster had to write the skipper a letter, promising to keep shipshape. That is, he had to wash his ears, clean his nails, hang up his hat and coat instead of throwing them over a chair. Having made the promise, each child was sent a neat certificate making him a full fledged able seaman and a member of Cap'n Bailey's Crew. The skipper installed a pipe organ aboard ship, and detailed an odd character called Blinkin' Burbank to play it. Blinkin' hadn't spoken for 25 years, but he could make an organ talk. Other characters were Jack, the cabin boy who was a singer; Ole Olsen, first mate, who recited queer poems accompanied by Blinkin'; and Widder Dyer, the skipper's business partner.

Applications for membership in the crew came by the hundred. Entire classes in rural schools sent letters. Teachers wrote to compliment the skipper on his ability to create in the children a desire to be neat. Mothers were loud in their praise. Their boys and girls were actually hanging up their things. Half the letters were from adults.

Said the agency man: "These programs aren't juvenile enough." My reply: "Do kids buy their own clothing? Wait." And then there was that carte blanche agreement. In the end more than 500 new distributors for the merchandise were obtained in New England. The Boston jobber, who swore up and down the program was over the kids' heads, admitted that his shelves were cleaned out.

The routine of the program was somewhat as follows:

Opening, strike four bells. Organ, nautical phantasy, Cap'n Bailey breaks out birthday book, happy birthday to kids celebrating. Sick bay—brief reference to kids that are laid up. Blinkin' telling story of his life on organ, or taking a world cruise, or the like. Extracts from interesting letters. Sea-going Dramatic Company in dramatizations of jokes sent in by able seamen. Cap'n Bailey tells about the mermaid who had to go around holding a sea serpent by the neck because she never could learn not to squeeze toothpaste tubes from the top, or some other outlandish yarn, usually with sound effects. Cap'n and Widder in dialogue, a dramatized serial adventure yarn. Sign-off song to tune of Nancy Lee.

No two programs were alike. They kept moving. There was no singing by squeaky voiced infant wonders.

There were no woofy-goofy, sticky mouthed bedtime stories. There wasn't any preaching. And so, in the opinion of expert critics of radio programs—you'll find 99 of them in any group of 100 you pick at random in any retail establishment—the program hadn't sufficient juvenile appeal. However, after checking sales in the New England territory, it is quite likely that the sponsor thanked his stars that things were as they were.

The formula for a productive juvenile feature is about as follows: Make your characters real, sincere. Have the action fast. Inject plenty of humor, but keep it clean. Use a little pathos, but not too much. Remember that everybody likes adventure.

That's the correct formula for any program whether juvenile or not, is it not? It must be, for Cap'n Bailey's Crew was a successful program, and those who responded to it ranged in age from 4 to 86 years.

Cap'n Zachariah U. Bailey and Blinkin' Burbank

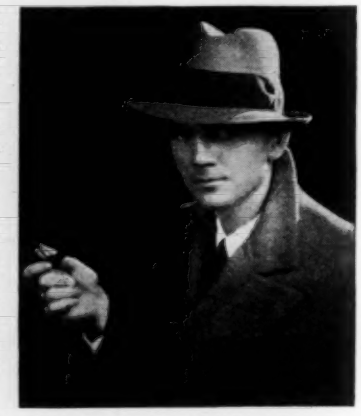
Cap'n Bailey and some of his Crew

Radio Editors Select an All-American Team

By JACK FOSTER
Radio Editor, New York World-Telegram

Results of Country-Wide Vote on Net Programs Surprising; Less Ballyhoo and More Adult Features Proposed

THIS POLL of 132 radio editors in all sections of the country and in several Canadian cities presents a critical view of radio programs and personalities that disagrees in several respects with the conclusions which heretofore have been reached in various other radio surveys.



Jack Foster

DURING November The New York World-Telegram polled 132 radio editors in all sections of this country and in several Canadian cities that hear network programs to choose its first All-American Radio Team. On December 5 a full page was devoted to announcing the results and to an analysis of the survey.

Ballots covering all phases of the broadcasting industry were mailed to radio editors of metropolitan dailies, small town dailies, country weeklies and fan magazines so that all kinds of sentiment might be recorded. Twenty-one questions pertained to personalities and programs, three to spectacular broadcasts and programs now off the air and four to critical problems.

Radio editors were chosen as the source of information because we believed that their constant check on the changing tides of the aerial scene made them well equipped to consider the matter judiciously. And in all cases those editors who answered the questionnaire treated the matter seriously, many of them taking several days to arrive at their conclusions. Several wrote that they did not feel competent to answer certain questions—particularly those queries applying to children's and women's programs—and that's why the vote was lighter in some divisions than in others.

Results Surprising

THE RESULTS in several cases may have proved to be surprising to program makers. They do disagree in many instances with the summaries reached by agencies that have taken house-to-house polls among listeners. For instance, the Mary and Bob drama is given a higher rating by one extensive survey than it is in our All-American team. But it must be remembered that this team is fashioned from the choices of radio reviewers who have studied the air with a critical ear and are interested in restraint and cleverness rather than the spectacular. Thus you find such deftly produced dramas as Sherlock Holmes and the March of Time in the lead.

Some Odd Ballots

THEN, too, in the detailed analysis—which is too extensive to be published here—certain names are carried among the scattered votes that at a first glance may seem not to belong in this particular class. For instance, Morton Downey, usually considered a popular singer, received eight points among the singers of semi-classical songs. Perhaps the voters were thinking of the times he offered such melodies as "Ave Maria." Among the singers of classical music, also, you find the names of several accomplished Metropolitan opera stars low in the rating. This is true, no doubt, because they have not been spotted as consistently or as well as certain radio celebrities.

The question of advertising on the air was raised by many editors when they were asked, "If you had a radio station what would you do with it?" Editors throughout the country pleaded for less commercial ballyhoo and better taste in the introduction of advertising mention. Many editors also called for higher type programs to appeal to listeners with adult mentalities.

The news broadcasts which radio editors remember most fondly are the description of the Lindbergh reception after his flight to Paris and the opening of the Vatican station. The studio broadcasts which impressed them most deeply are the President's Unemployment Programs and the Dodge round-the-country stunt. Atwater Kent Sunday night series and the Eveready spectacles are the programs, now off the air, which they would like most to see return.

In the program and personalities divisions winners were judged on a point basis. When balloters were asked to make three choices, three points were given for first choice, two points for second choice, and one point for third. Following are the results showing leaders:

Results of Radio Editor's Poll:

1. Which, in your critical judgment, are the three foremost dance orchestras?

Orchestra	1st Choice	2nd Choice	3rd Choice	Points
Guy Lombardo	36	18	11	155
Paul Whiteman	20	21	13	115
Ben Bernie	7	23	14	81
B. A. Rolfe	15	5	6	61
Wayne King	12	5	14	60

2. The three foremost symphony orchestras?

Orchestra	1st Choice	2nd Choice	3rd Choice	Points
Philadelphia	67	36	6	279
Philharmonic-Symphony	31	43	14	193
Walter Damrosch Orchestra	13	13	18	83
Boston	4	4	7	27
Howard Barlow Orchestra	2	3	8	20

3. The three foremost male singers of popular songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Morton Downey	29	24	16	151
Bing Crosby	24	16	20	124
Rudy Vallee	21	17	8	105
Russ Columbo	8	17	19	77
Singin' Sam	8	3	3	33

4. The three foremost women singers of popular songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Kate Smith	55	25	13	228
Ruth Etting	14	14	8	78
Mildred Bailey	11	12	16	73
Lee Morse	9	11	9	58
Vaughn de Leath	9	7	12	53

5. The three foremost male singers of classical or semi-classical songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
James Melton	25	15	9	114
John Charles Thomas	24	9	6	96
Frank Munn	12	12	12	72
Reinald Werrenrath	10	5	4	44
Lawrence Tibbett	10	4	4	42

6. The three foremost women singers of classical or semi-classical songs?

Singer	1st Choice	2nd Choice	3rd Choice	Points
Jessica Dragonette	54	18	10	208
Virginia Rea	18	25	9	113
Olga Albani	5	8	2	33
Gladys Rice	2	8	9	31
Lily Pons	4	6	3	27

7. The foremost feminine harmony team;
Boswell Sisters 107 votes, Ponce Sisters 4, Brox Sisters 2, Paull Sisters, Myrt and Marge and the Cameo Trio 1 each.

8. The foremost male harmony team?
Revelers 50 votes, Mills Brothers 28, Jones and Hare 13, Jesters, Cavaliers, and the King's Jesters 4 each, Landt Trio and White 3, Reis and Dunn and Gene and Glenn 2 each, American Singers, Al and Pete, International Singers, Chuck, Ray and Gene, Armchair Quartet, Trade and Mark, Roundtowners, Three Bakers, Men About Town 1 each.

9. The foremost dialogue act?
Amos 'n' Andy 77 votes, Rise of the Goldbergs 10, Stebbins Boys 8, Sisters of the Skillet 7, Jones and Hare 6, Myrt and Marge and Clara, Lu and 'Em 3 each, Weber and Fields, Gene and Glenn, Phil Cook and Gloomchasers 2 each, Real Folks and Daddy and Rollo 1 each.

10. The foremost master of ceremonies?
Ben Bernie 18 votes, Ray Perkins 14½, Raymond Knight 12, Walter Winchell 9, John B. Kennedy 8½, Eddie Cantor 6, Graham McNamee and Roxy 5, Norman Sweetser and Will Rogers 4 each, George Jessel, William Hanley, Bugs Baer and Milton J. Cross 2 each, Cheerio, Grantland Rice, Jean Paul King, Gus Van, Mayor James J. Walker, Ken Murray, Roger Bower, Kelvin Keech, Jack Benny, Frank Fay, Major Edward Bowes, Doc Rockwell, Tony Wons, Harry Vonzell, Paul Dumont, Curt Peterson 1 each.

11. The three foremost sports announcers?

Announcer	1st Choice	2nd Choice	3rd Choice	Points
Ted Husing	68	35	11	285
Graham McNamee	33	28	27	182
Bill Munday	15	27	30	129
Ford Frick	4	2	5	21
Clem McCarthy	1	6	3	18

XUM

12. The three foremost studio announcers?

Announcer	1st Choice	2nd Choice	3rd Choice	Points
Milton J. Cross	26	17	8	120
David Ross	23	15	12	111
John S. Young	13	14	4	81
Graham McNamee	10	8	9	55
Bill Hay	7	8	4	41
James Wallington	7	3	8	35
Alois Havrilla	3	9	8	35

13. The foremost commentator on news, life, morals and the like?

Lowell Thomas 44 votes, H. V. Kaltenborn 19, Floyd Gibbons 12, Rev. Charles E. Coughlin 7, Frederick William Wile 6, Tony Wons and William Hard 5 each, Heywood Broun, John B. Kennedy and S. Parkes Cadman 3 each, Will Rogers, Walter Winchell and David Lawrence 2 each, Dr. Frank Payne, Merle Thorpe, Old Counsellor, Rev. Harry Emerson Fosdick, Irvin Cobb and Philips Lord 1 each.

14. The foremost organist?

Jesse Crawford 75 votes, Ann Leaf 22, Lew White 14, Archer Gibson 4, Mormon Tabernacle and Irma Glenn 2 each, Del Castillo, Fred Bibilo, Paul Carson, B. L. Taylor and Paul Rader 1 each.

15. The foremost instrumental soloist (violinist, pianist, etc.)?

Toscha Seidel 59 votes, David Rubinoff 24, Del Staigers 6, Ernest Hutcheson 5, Godfrey Ludlow and Little Jack Little 3, Rudolph Friml and Lee Sims 2 each, Jascha Heifetz, Fray and Braggiotti, Ted Lewis, Sam Herman, Jesse Crawford, Yascha Bunchuk, Lolita Cabrera Gainsborg, Max Dolin, Kathleen Stewart and Eddie Dunsteder 1 each.

16. The three foremost all-dramatic programs?

Program	1st Choice	2nd Choice	3rd Choice	Points
Sherlock Holmes	25	25	10	135
March of Time	24	9	4	94
Radio Guild	15	5	4	59
Showboat	9	5	12	49
Mary and Bob	6	12	3	45
Arabesque	7	6	9	42

17. The three foremost musical programs?

Program	1st Choice	2nd Choice	3rd Choice	Points
Erno Rapee Orchestra with Virginia Rea and Frank Munn	21	21	10	115
Rosario Bourdon Orchestra with Jessica Dragonette	10	11	9	61
Walter Winchell with dance orchestras	7	6	4	37
Eddie Cantor with Dave Rubinoff	9	2	4	35
Parade of States	6	3	7	31
Philadelphia Orchestra	5	5	6	31

18. The foremost comedy act?

Gloomchasers, the Colonel and Budd 28 votes, Cuckoo 14, Sisters of the Skillet 13, Three Doctors 11, Eddie Cantor 9, Amos 'n' Andy 7, Rise of the Goldbergs and Jones and Hare 6 each, Clara, Lu and 'Em 5, Real Folks and Phil Cook 4 each, Frank Wanatabe and the Honorable Archy 2, Al and Pete, Gene and Glenn, Singin' Sam, Crumit and Sanderson, Minstrels, Weber and Fields, Gilmore Circus, Hook, Line and Sinker, Nit-Wits, Ben Bernie, Late Uncle Abe and David 1 each.

19. The foremost children's program?

Lady Next Door with Madge Tucker 32 votes, NBC Sunday Hour 13, Jolly Bill and Jane and School of the Air 7 each, Columbia Sunday Morning Hour 6, Little Orphan Annie 5, Music Appreciation with Walter Damrosch 4, Uncle Bob, Children's Story Dramatized, Uncle Don, Frontier Tales, Helen and Mary 3 each, Raising Junior, Old Man Sunshine, Ernest Schelling Concerts and Uncle Olie 2 each, Sunday School Hour, Bob Emory, Daddy and Rollo, Uncle Dave, Carveth Wells and Amos 'n' Andy 1 each.

20. The foremost program offering advice to women in home?

Ida Bailey Allen 29 votes, Woman's Radio Revue 21, Colonel Goodbody 7, Sisters of Skillet 4, Betty Crocker, Family Circle, Magazine of Air and Farm and Home Hour 3 each, Mrs. Blake, Household Institute 2 each, Mrs. Julian Heath, Your Child, Household Chats, Mystery Chef, Mary Hale Martin, Forecast School of Cookery, Peggy Winthrop, Dr. Copeland, Home Forum, and Edna Wallace Hopper 1 each.

21. Which three entertainers originally identified solely with the stage in your judgment have made the greatest success on the air?

Actor	1st Choice	2nd Choice	3rd Choice	Points
Eddie Cantor	53	13	7	192
Ruth Etting	8	12	4	52
Julia Sanderson	2	11	6	34
Will Rogers	6	4	6	32
Morton Downey	6	7	0	32

Recorded Programs

MANY broadcast advertisers are now having their radio programs recorded in permanent form for various uses, reports THE NEW YORK SUN. In some instances these recorded programs are intended for supplementary broadcasting through independent radio stations seeking the better type of programs and for entertainment purposes before large gatherings. It is believed that 16-inch slow speed recording will gain steadily in popularity and may even find its way into homes, thereby permitting radio listeners to repeat favorite broadcast programs at will.

Daily Becomes Weekly

NORMAN BAKER, whose KTNT, Muscatine, Ia., was ordered off the air by the Federal Radio Commission last summer, on Dec. 3 announced that his Midwest Free Press, established as a daily newspaper about a year ago, will be published hereafter as a weekly.

Orchestra Bookings

MORE than 100 well-known orchestra leaders are listed in the new brochure of Music Corporation of America, Chicago, booking agent for radio, hotel and ballroom engagements.

Radio Cases Swamp Court of Appeals

BRIEFS, statements of fact, and hearing records have been filed with the Court of Appeals of the District of Columbia during the last two weeks in a number of pending cases. These were in addition to the half-dozen new appeals from the Federal Radio Commission's decision in the high power cases, and the litigation involving removal from the air of KGEF, Los Angeles, the Shuler station, which has been carried to the United States Supreme Court.

On Dec. 4 Norman Baker withdrew his appeals from the Commission's action deleting his KTNT, Muscatine, for failure to serve public interest. The expense involved in carrying through the case, particularly the cost of printing a voluminous record, was said to have been the reason for his voluntary dismissal.

In the General Order 102 case, involving the ordered deletion of WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., the record was stipulated by all parties involved. Briefs will be filed during the next month, to be followed by oral arguments.

In the WREN case, involving the Commission's denial of the application of that station to move from Lawrence, Kansas, to a location 22 miles from Lawrence, WDAF and WHB, Kansas City, both filed notices of their intention to intervene. The record in this case was filed also.

Routine papers were filed in the case of Ozark Radio Corporation, headed by Rev. Lannie Stewart, appealed from the Commission's decision denying it a construction permit for a new 100-watt station at Carterville, Mo., to share with WBH, Joplin, Mo., and for modification of an existing experimental license.

New Jersey Case

THE COMMISSION asked for further time in which to file the record in the case involving the ordered deletion of WNJ, Newark, and WKBO, Jersey City, to make way for WHOM, Jersey City. The two former stations are operating under stay orders of the court.

Oral arguments were heard by the Court on Dec. 7 in the case of KFQU, 100-watter of Holy City, Cal., denial renewal of license because of alleged violation of regulations and failure to serve public interest. The station is on the air under stay order. Fanney Neyman, assistant counsel, argued the case for the Commission, with Howard S. LeRoy as counsel for KFQU.

Arguments in the Section 13 case appealed by WTMJ, Milwaukee, involving renewal of the licenses of WENR and WLS, Chicago, but actually taking into account renewal of the more than 1400 licenses held by Radio Corporation of America subsidiaries covering the entire radio range, have been set for Jan. 4. Each side in the case has been allowed one-hour and one-half.

In the continental short-wave cases, embracing the allocation of frequencies in the 1500-6000 kc. band for domestic point-to-point telegraph services, the Commission has asked that oral arguments be designated after Jan. 1, 1932. Answer to the Commission's petition for clarification of the record, in which the Commission alleges that both RCA and Mackay Radio Telegraph have violated Section 17 of the Radio Act, and that Mackay has violated Section 12 involving alien ownership, was filed by RCA. Mackay requested oral arguments.

A brief in support of the appeal of WOW, Omaha, for increase in time from six-sevenths to full time, was filed in the Court by B. M. Webster, Jr., and Paul M. Segal, counsel. The Commission denied the application on the ground that it would necessitate deletion of WCAJ, Lincoln, Neb., state university station, which it held was performing meritorious service. In so doing it reversed the recommendation of an examiner.

Synchronization Feat of NBC to be Studied

THE FATE of the NBC's extensive synchronization experiments, involving its two New York keys and WTIC, Hartford, and WBAL, Baltimore, will be decided by the Federal Radio Commission during the next few weeks. Presumably because of its denial of the CBS application for a booster in Washington for WABC, New York, the Commission on Dec. 11 designated for hearing January 13 the applications for renewals of the WEAF-WTIC and WJZ-WBAL operations.

The Commission extended until Feb. 1 the existing synchronization licenses of the four stations. WBAL and WTIC share time on 1060 kc. By virtue of the wire-controlled synchronized operation, on alternate days, both stations are afforded full-time operation, with WTIC synchronizing on WEAF's frequency, and WBAL on the WJZ channel.

The vote for hearing was four to one, Commissioner Lafount dissenting. It is understood the Commission desires to learn the technical results of the tests, since the NBC has not submitted to the Commission what the latter construes to be adequate technical progress reports. Considerable money has been expended by NBC for equipment, a large order only recently having been placed for additional apparatus.

New 50-Cycle Order

ALL BROADCASTING stations and radio equipment manufacturers are being notified by the Federal Radio Commission during the week of Dec. 14 concerning equipment requirements under the new 50 cycle plus-minus deviation regulation which goes into effect June 22, 1932. The Bureau of Standards has agreed to cooperate with the industry in making tests of apparatus to ascertain whether it measures up to specifications. The Commission said that a visual indicator is the only method considered practicable, and stations using equipment which has not been approved after June 22 will not be considered as operating in compliance with the regulation.

XUM

Demands of Chicago Musicians Fix Minimum Staff and Wages

Stations Faced With New Union Dictates Adding More Drains on Income of Broadcasters

(By Telegraph from a Staff Correspondent)

CHICAGO, Dec. 12.—Just how and under what conditions musical talent is to serve on Chicago radio stations has long been a grave problem, but the situation has run head-on into a stone-wall that threatens to nullify income from commercial broadcasts—a most necessary thing—and even possibly to "break" certain broadcasters.

The new thunderbolt comes in the form of an ultimatum issued to the stations last week by James C. Petrillo, president of Local No. 10 of the American Federation of Musicians, and his board of directors. Previous conditions under which stations were forced to operate due to rules of the Musicians Union had been considered serious, but the new idea is amazing in its drastic provisions.

Only the major provisions of the new plan tendered by the musicians' officials are common knowledge, but they are serious enough to cause the stations to unite in a meeting originally scheduled for Dec. 10 but later moved up to Dec. 14 for the discussion of the proposals and the possible drawing of counter suggestions to be offered to the musicians at a still later date.

Divided Into Classes

TO GET a slant at the situation, hearken to this:

The Union has divided Chicago broadcasting stations into three classes, Class A being the larger, and lists seven stations in this group. In the past these stations have been required to maintain an orchestra with a minimum of 10 men, a minimum salary of $90 a week and 7-day week with limited hours.

Under the new plan these stations must have 15 men besides the staff pianist, must pay them a minimum of $90 for a 6-day week and must itself furnish an orchestra not including any of these men on the day off. The 6-day week must show a limit of 30 hours of work as regular time.

The stations feel that the limit of musicians might be considered, as most of them employ that many men or more anyway. But the idea of having to hire 15 other men, untrained to radio and out of the regular run of commercial work on radio, would be disastrous. Likewise, the added bill would be high.

But that isn't all. For sometime now every station playing records or transcriptions and wishing to keep on the right side of the Union has had to employ a Union man at basic scale or better to turn the records.

Bars Transcriptions

NOW THE Union proposes to bar all use of records or transcriptions for commercial purposes. And on top of that, the Union demands that a Union musician must be the one to "ride the gain" in the control room on all programs.

This latter proposal has the operators up in arms and the station officials in a quandary. Just what qualifications suit a Union musician to enter into the highly technical work of a control room is something that isn't quite clear.

Of course, the purpose of Mr. Petrillo and his colleagues is to find work for as many musicians as possible. It is a commendable idea. However, in working out a way, he has gone entirely contrary to the general course of events of the present time.

The general trend now in salaries is downward, Mr. Petrillo would increase the income of the men now working even though it be by shortening their working hours. Many station executives point out that this means is not necessary to gain employment for more musicians and their suggestions probably will be incorporated in the message of the stations to the Union officials.

"Starvation Wages"

THE REASON the executives say that this drastic means is not necessary is this: Any figure less than $90 a week has been discounted by musicians officials as a "starvation wage." Yet several of the stations which have been maintaining studio orchestras of more men than required have openly offered to hire others up to as high as 30 and 35 musicians if the scale were lowered, say, to $65 or $75 a week. In many a business this is not considered a "starvation wage."

Just what move the transcription people will take over the provision touching them is not known. They may wait until the stations make a move, and then decide upon their course.

The musical problem is not entirely new to Chicago stations. Others have eminated from a pamphlet issued by the Local called "Wage Scale Rules and Regulations" for radio broadcasting. This pamphlet, previously in force, had much to say. For instance:

Many Restrictions

DID YOU know that Fritz Kreisler, Rachmaninoff, Spalding and any number of other world musicial leaders cannot appear on a Chicago radio station without a member of Local No. 10, American Federation of Musicians, sitting on the sidelines collecting the $18 minimum single engagement fee?

Or that no Chicago station with any desire to maintain peace with the musicians' union can play records or transcriptions of any sort unless the reproducer is operated by a member of the local—and that means approximately $90 a week expense?

Or that musicians playing for radio *and television* must be paid four dollars per day per man extra?

Or that the leader, or contractor, for orchestras collects $7 per man for his first two men (on a weekly basis), $2 for the next four and double that for all over six men?

Or that the orchestra pianist cannot play accompaniments but that a staff pianist must be engaged, and a staff pianist cannot double on the organ?

Incidentally, studio musicians may not contract as such directly with the station, but must do so through a leader, director or other contractor suitable to the Federation.

Just what happens there is rather clear. Many of these leaders contract with the station to have so many men at certain hours, and are paid so much for doing so. Then, if the leader is a clever manager, it is a simple matter for him to hire men for, say, $90 a week when he is allowing himself in the contract $125; or for $125 when he is allowing $150. And he pockets that in addition to what he gets extra for each man according to union rules.

And, as is well-known, the best musicians are not available for scale. Stations desiring exceptional men must allow a generous premium for the leader to obtain their services. Just what he pays the men is his business, and many a studio band leader is pocketing a generous sum each week.

Don't Expect All

ALL IN all, a situation long distasteful and worrysome to the stations seems about to reach some sort of a head. It is quite evident, in the opinion of some leaders, that the Union officials do not expect to have their ultimatum accepted in its entirety. They feel that the musicians' leaders are merely bargaining for a new arrangement and will compromise with the stations when their stand is made known. These leaders feel this way because, they point out, the provisions of the Union proposal are so impossible of meeting.

Coverage Data Desired

ADVERTISERS are looking for the time when each radio station will tell where and when it can be heard and give a more accurate data on coverage, Kenyon Stevenson, advertising manager of the Armstrong Cork Company, Lancaster, Pa., declared in a recent address before the radio advertising section of the Advertising Club of New York.

Declaring that national advertisers have difficulty in ascertaining radio advertising costs for particular selling territories, Mr. Stevenson said his own company has found it a problem to allocate radio costs in a manner similar to the distribution of other advertising expense. He said that theoretical coverage now is the only guide.

Mr. Stevenson, chairman of the radio committee of the Association of National Advertisers, discussed some of the conclusions of the recent survey sponsored by A.N.A. members. A slight increase in the number of morning listeners and some decline in evening listeners are indicated in recent reports, he declared. He said that if radio advertisers are permitted to put on any program, the result would be a scrambled parade of radio features.

Baseball Programs Approved for 1932

Big Leagues Allow Broadcasts For One Year, After Battle

(By Telegraph from a Staff Correspondent)

CHICAGO, Dec. 12—Just when it began to look as though millions of baseball fans who have depended upon the radio in various parts of the country for their favorite sports broadcast, were going to be disappointed next summer, one of the country's most popular—and most successful — major league clubs stepped in and saved the day, at least for another year.

Antagonism on the part of baseball men toward the broadcasters is not new. The old complaint that the broadcasting of the games hurts attendance is still heard. Not only that, but now the feeling has come up that the stations are realizing large sums from the broadcasts and that the clubs should share.

Cubs Force Issue

THE CHICAGO National League ball club—the Cubs—always have maintained that the matter of broadcasting is something for each club in each city to decide. The Cubs were the first club to permit a radio station in their park. That was eight years ago and the station was WMAQ. This station still broadcasts the Cub games, and since the American League let down the bars six years ago, has done the White Sox home games also. Last season seven stations did the Chicago games. One of them, WBBM, stuck to the Cubs entirely, doing the road games from telegraphic report for three years.

It began to look, when the National and American Leagues convened for their annual and joint meetings in Chicago, that steps would be taken to bar the stations from the parks. The Western Union Telegraph Company, which originally admitted the stations under its exclusive news contract, led the opposition.

Then up stepped the Cubs to announce that it had just reached an agreement with the broadcasters to let them into Wrigley Field in 1932 and could not break the agreement. The step was consciously and openly taken and it spiked the guns of the opposition. The American League countered by saying that it would let the matter ride until 1933 but that no American League club should make an agreement for the 1933 season until the matter is thrashed out officially in next year's meeting.

The Cub management feels that radio has helped its team and its attendance a great deal and is willing to back its judgment.

Incidently, the stations do not make the huge profits from the broadcasts that some of the baseball magnates think. The expense of such an everyday broadcast is great and the profit balance is comparatively low.

And another thing, say the stations—what advertiser in any other line wouldn't jump at the opportunity of having its company and product mentioned dozens of times a day—and for nothing?

XUM

Standards Set by Radio Medal Award

Chairman of Academy Diction Judges Explains Why NBC And East Won Three Times; Raps Wisecrackers

HAMLIN GARLAND, distinguished author and chairman of the Radio Diction Committee of the American Academy of Arts and Letters, in the following interview explains why the better known announcers were not candidates for the radio medal awarded last month to John Holbrook of NBC. He also reveals the standards by which an announcer's diction is judged.

Mr. Garland has been chairman of the Radio Diction Committee of the Academy since 1928, when the first nation-wide survey was made to determine the winner of the radio medal. Prof. George Pierce Baker, Dr. John H. Finley, Prof. Irving Babbitt, Augustus Thomas and Robert Underwood Johnson are members of Mr. Garland's committee.

"In the beginning I want it understood that I am not speaking officially for the committee," Mr. Garland said, "but just giving my personal comment on the audition of the various men whose voices interested me."

"Mr. Garland, the first question we are all asking is, how is it NBC again wins the medal in the third audition?" the interviewer asked.

"The answer is that the ballots ran that way. The officers of the company are interested in promoting better speech. They not only hire the best men available, but they provide constructive criticism of their performances. NBC selects men of university training and provides them with an expert instructor in speech. All this is true in somewhat lesser degree of the CBS system."

"Why have the honors gone again to Eastern men?"

"Because the announcers of the West and Middle West are less schooled in comparative standards. They speak in the local manner. In every case of decided merit we have found that the announcer had been trained in music and in some foreign language or had studied abroad, that is to say, he knows by comparison what constitutes good speech. He is aware of standards.

Western Handicaps

"I AM a Middle Western man myself and I know what the Mid-western speech handicaps are. When I went to Boston in 1884 I carried with me a broad-brimmed hat and the flat vowels and the grinding r's of my birthplace. The first revelation of my rawness came to me in listening to the glorious diction of Edwin Booth. He gave me a standard of comparison.

"It is highly significant that several of our most valued advisory correspondents from the Midwest, the South and the Far West have written in to say: 'As a matter of fact I have heard no voices in this region worthy of being considered for the medal.' This does not mean that there are not good voices in the West; there are, but they are not heard on the radio. The managers of small stations cannot afford to hire the best men."

Recent presentation of the gold medal of the American Academy of Arts and Letters for good diction on the radio to John Holbrook, National Broadcasting Company announcer. Left to right: Dr. Nicholas Murray Butler, president of the academy; Holbrook, winner of the medal, and Hamlin Garland, chairman of the Radio Diction Committee of the academy.

"What do you mean by accent?"

"In current usage it means peculiarity of utterance as when we speak of a Southern accent or the Yankee accent. These local peculiarties are survivals of pioneer conditions. They are in fact handicaps, for they are often subjects of laughter. Vernacular is amusing to the cultured listener who regards himself as superior to the speaker, but it is no comfort to the man from Texas, Indiana or Vermont to find that his boyhood speech produces a smile when heard in New York or London. We are doing our best to convey to the youth of America a knowledge of what constitutes a pleasing and scholarly use of English.

"One of the best voices I hear in the Middle West is that of Sen Kaney of Chicago. I should like to see him giving his whole time to the art of announcing, for his speech is almost entirely free from the reedy quality of the Middle West. Another voice which is a pleasant contrast to the harsh and labored utterances of the eminent speakers he is called upon to announce is that of William Abernathy of Washington. There are several other excellent voices in the West and Northwest, but the stations do not pay sufficiently well to secure and hold the best men."

"When you say that the competition is limited to regular station announcers just what do you mean?"

"We mean that only those announcers who are under contract by a station to announce every day and almost every hour whatever programs, commercial or sustaining, the station has on its schedule. This, you see, rules out all 'guest announcers' and all special talkers like Lowell Thomas, Floyd Gibbons, H. V. Kaltenborn and the like."

"Why is it that some of the most popular announcers are not even mentioned in your report?"

For the reason that they do not qualify on the technical side. Our committee is not concerned with glibness, humorous comment or showmanship. We are concerned only with taste and scholarship. We take no account of the popular appeal of a speaker or his program. 'Wisecracking' or 'ad lib' fluency do not count. With us it is all a question of precision and grace, and of authority in the use of musical terms and foreign phrases. In our ballots we ask for percentages in correct pronunciation; that is to say, the proper stress of syllables and articulation, which has to do with the utterance of words. We consider the quality of a speaker's tone and also his freedom from unpleasant or ludicrous inflections, and finally and more important than all we demand a certain cultural quality. Many of the announcers to which I have listened are excellent in pronunciation, clear in articulation and often have rich and pleasing voices but fail in the final category of general cultivation. They sound boyish, insincere or bumptious. The men who win our applause are those who speak from a knowledge of other forms."

Consider Content

YOU SAY you do not take into account the content of a program. What do you mean by this?"

"By this I mean that we try to judge each announcer as a technician apart from the advertising matter he is forced to read. Furthermore, we are careful not to confuse a really beautiful and impressive program with the voice of the announcer as in the case of Howard Claney's dramatic sketch, Leonardo da Vinci, and Basil Ruysdael's 'Red Lacquer and Jade,' one of the most dignified and interesting periods on the air. From the announcer's standpoint Ruysdael is a lecturer.

"Similarly with Howard Claney. In his sketch 'Leonardo da Vinci,' on Miss Sutton's 'Magic of Speech' hour, he was admirable but he was the actor and not the announcer. He does not announce a fine musical program with the authority of Bach or Holbrook. Holbrook was called to my attention some time ago by Augustus Thomas, and my final decision with regard to him came after hearing him announce a Sunday morning program of high class French and Russian music. It was an almost flawless performance and I registered my ballot that hour, not knowing till a week later that this program was given without manuscript — one of the finest extemporaneous announcings I have heard. The taste, the quiet authority and the beautiful tone of that Sunday morning period represented what the Academy medal was founded to promote."

"Will the conditions of the fourth audition be the same as those of the third?"

"There will be no change. That we have gained much in our three auditions is conceded and my committee is of the opinion that to change any of the essential rules of the contest would weaken the effect of what has gone before. We have the support of many educators and the interest of the announcers. We have awakened the station managers to a sense of their responsibility to the public and we have secured the cooperation of nearly one hundred professors of public speaking and experts in English. We do not say that Mr. Holbrook is the best announcer in America, we merely say that he ranks highest among the voices we have heard."

"Mr. Garland, why is it that you haven't mentioned the South?"

"I am sorry to say that we have had very little cooperation from station managers in the South. Only one or two stations have sent in the names of candidates. Just why this is so I am unable to say. I have heard one or two excellent voices without being able to identify them. We are hoping that other universities in the South will follow the examples of the University of Virginia and nominate members of their faculty to serve on our advisory committee."

Trade Commission Bans Untrue Testimonial Ads

TESTIMONIAL advertisements of medicines must state the truth, the Federal Trade Commission announced Dec. 11 in connection with a stipulation entered into with a manufacturer of proprietary medicines. Under Commission procedure the names of parties entering into such agreements are held confidential. The Commission announced that under the stipulation, such medicines no longer will be advertised through testimonials which are not genuine, correct and the duly authorized opinion of the author. If a monetary or other valuable consideration has been paid for a testimonial "then the respondent shall publish along with the advertisement in an equally conspicuous manner the fact that the testimonial was obtained for a consideration."

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Better Business

HIGHLY commendable is the move on the part of leading Chicago broadcasters to put their own houses in order in the matter of questionable and blatant advertising and commercial practices generally. It is to be hoped that the movement will spread to other parts of the country—but, it is devoutly to be desired that it will not require any impetus from Better Business Bureaus.

That the Chicago group should have met at the behest of the Better Business Bureau there, simply to draw up a set of standard practices essentially the same as those recommended in the Code of Ethics and Standards of Commercial Practices promulgated three years ago by the National Association of Broadcasters, seems regrettable. Yet it was the Chicago Better Business Bureau that took the initiative, with only the two major networks and nine stations out of the twenty invited sending representatives.

Self-regulation is the only way to forestall Congressionally imposed regulation, already threatened in the new Congress. Self-regulation does not need the good offices, however friendly, of any Better Business Bureau. The NAB code was a far step toward self-regulation; pursuance of it is entirely sufficient to effect a housecleaning of radio, if housecleaning it needs.

To broadcasters everywhere in the land, a voluntary movement along the lines of the Chicago movement is certainly to be preferred against arbitrary rules of conduct rigidly defined to regulate this all-too-regulated business of broadcasting. The NAB Code of Ethics and Standards of Commercial Practice should be dusted off so that the industry, the Congress and the public may know that they actually exist and that a large element in broadcasting is adhering or is inclined to adhere to them.

Shackles

JUST WHEN it appeared that the Radio Commission was beginning to see the light by relaxing iron-clad regulations that did naught but deter broadcasting, along comes that agency with several legislative recommendations, which, if enacted, would undo all the good accomplished—and then some.

We can see no plausible grounds for the recommendation that licenses be restricted to one year. The law itself provides for a three-year license term. Broadcasting as an industry will remain on a foundation of sand as long as licenses are for short periods. There can be no stability in an industry forced to exist on a month-to-month basis, subject to attack from all sides.

Congress saw fit to provide for three-year licenses as soon as broadcasting emerged from the shake-down stage. If the difficulties now confronting broadcasting—legal, economic and program—were traced, they would inevitably lead to the short license span. The Commission would do well by leaving well-enough alone.

Longer licenses will not freeze broadcasting. The Commission is unduly perturbed in that regard, because it can always exercise the power of revocation in extreme cases. Changes in frequency and power always can be accomplished with the consent of stations.

We agree with Commissioner Robinson that the time is near at hand for longer licenses. We go further, and say that the statutory provision of three-year licenses be invoked, and at once. Then and only then, can broadcasting settle down and work out its own problems with reasonable assurance of protection.

In a second recommendation, the Commission wants to become a police court. It wants to "suspend" stations for periods up to thirty days as a disciplinary measure. The Commission should realize that the public and not the station would be penalized in such instances. We feel there is no middle ground in radio regulation—that either the station should be deleted or should be allowed to continue, depending upon the magnitude of his trangressions.

The Commission deserves commendation for its liberalization of the station break and transcription regulations. They will improve program technique. By and large, the new rules and regulations to become effective Feb. 1, represent a material improvement over the existing sheaf of disassociated general orders.

More Ventura

S. HOWARD EVANS, traveling representative of the Ventura (Cal.) Free Press, which is conducting a campaign of opposition to the present system of radio, was a visitor at the offices of BROADCASTING during the opening week of Congress. He said he will remain in Washington, with side trips to various eastern points, through the Congressional session and perhaps afterward. He reported that 1,000 newspapers, chiefly small town dailies and weeklies, are enlisted in the campaign of H. O. Davis, publisher of the Ventura Free Press, which is largely one of printed propaganda against things as they are in radio. Mr. Davis, he said, is conducting his fight in the conviction that radio enjoys certain unfair advantages—not clear to us—in competition with the press; he added that Mr. Davis, should he fail in his great effort in the next year or so, as we think inevitable, will then consider the possibility of acquiring or affiliating with a radio station. Mr. Davis can save himself much time, effort and money by acting on the matter of a radio affiliation—if anyone will affiliate with him—right now.

The RADIO BOOK SHELF

NEW EDITIONS of the lists of "Commercial and Government Radio Stations in the United States," and "Amateur Radio Stations in the United States," corrected to June 30, 1931, have been published by the Government Printing Office and are now available from the Superintendent of Documents, Washington. The lists were compiled under the direction of William D. Terrell, director of the Radio Division, Department of Commerce. Because of their increased size—the amateur list alone shows an increase of 4,000 names—there has been a slight increase in their cost. The "Commercial and Government" list is available for 20 cents and the "Amateur" list for 35 cents per copy.

These lists include all American stations with the exception of broadcasting. The broadcasting stations are listed in a book compiled by the Federal Radio Commission last February, to which monthly addenda sheets with corrections have been issued. The Radio Commission log will be reissued to bring it up to date some time in February.

IN AN ARTICLE in the Nov. 13 issue of WORLD RADIO, weekly radio publication of the British Broadcasting Corp., with a circulation of more than 250,000, Tyrone Guthrie, an Englishman, compares the various aspects of the American and British broadcasting systems. His discussion is based on observations made while in Canada last January at which time he was engaged by the Canadian National Railways to direct the production of a series of broadcast plays. Mr. Guthrie believes that American broadcasting fulfills its purpose—that is, it sells the commodity—but he laments the fact that it is merely the "handmaiden of commerce." In England, Mr. Guthrie states, the arrival of broadcasting as an art meant a "new era in the communication of ideas."

Our English critic commends the gusto and ingenuity with which the American programs are presented, but, he says, we make a poor showing if anything other than the general run of popular entertainment is attempted. A consideration of some of the recent and successful broadcasts of distinctly cultural value, such as the programs of several symphony concert orchestras and lectures by leading American educators, would tend to disprove this statement by Mr. Guthrie. The American and British systems are inherently different, each fulfilling a different end. Can it be said that one is "superior" to the other?—LAURA SMITH.

A DETAILED description of the new "House of Radio," Berlin-Charlottenburg, Masurenallee, which was opened in January, 1931, is carried in the November issue of Proceedings of the Institute of Radio Engineers. The broadcasting station, one of the finest technically in Europe, is described by Gunther Lubszynski and Kurt Hoffmann. The design of the plant was based on arrangements between the German Reichs Post Office and the Reichs-Rundfunk-Gessellschaft for joint broadcast operation and the principle of controlling performances in the very place of reception: namely, in a control room adjoining the studio. The amplification plant, in which all eight amplifiers are concentrated at a centrally located station, is said to be the first broadcast station in Europe which operates with no batteries but is fed by the generator only.

We Pay Our Respects to—

GUGLIELMO MARCONI

RADIO HISTORY that will go down in the pages of time was made on Dec. 12, 1901, when Guglielmo Marconi, young Italian inventor, stood on the bleak Newfoundland shore and elatedly heard his colleagues across the Atlantic in England tap out three dots that form the letter "S." This was the first wireless signal to be heard across the sea. What a far cry from that meager experiment, considered at the time even by the late Thomas Edison as an impossibility, to the globe-girdling radiotelegraph services of today! What a far cry, indeed, from that test with crude equipment to the international program that brought Marconi's voice by radio from Italy to be heard by the American audience over an NBC network exactly 30 years later.

Marconi today, at the age of 57, a Nobel prize winner of 1909, roams the seas on his yacht Elettra, studying radiotelephony, static, fading and wave propagation. At this moment, along the coast of Italy, he is experimenting with the ultra-short waves, from which so much is expected in the future of radio and television. An experimenter as a youth in his native Bologna, Italy, where he was born on April 25, 1874, he will undoubtedly pursue his talent for discovery to his declining days.

Joseph Marconi, father of the great inventor, was an inventor of sorts himself. Anna Jameson Marconi, Guglielmo's mother, was of Irish extraction. The son was a delicate child who found his chief happiness in books instead of rugged play. There was a good scientific library in Villa Griffone, the family residence, and the lad reveled in it. Elementary studies were mastered at Florence and later at Leghorn, where his interest in physics was conspicuous.

In 1894, the youth Marconi conceived a plan of utilizing Hertzian waves for signaling. He discussed it with Prof. August Righi, Italian physicist. Together they made tests at the Righi summer home. Then Marconi succeeded in sending signals across his father's estate. He went to England and demonstrated his discovery. On March 27, 1899, he sent and received the first message without wires across the English Channel between Dover and Boulogne, a demonstration by a 25-year-old youth that fairly made the world sit up and take notice.

Returning to Italy, he was honored and feted and praised. But he was soon back in the laboratory, and within a few months he was in England again to demonstrate the practical applications of his discovery aboard a vessel following a yacht race off the Irish coast. Then he went to America to "cover" the America's Cup Races for a New York newspaper—again successfully showing that wireless offered the greatest boon yet known to maritime travel.

PERSONAL NOTES

WILLIAM J. WEBER, formerly advertising manager of the Charlotte (N. C.) News and Observer, has joined CBS as sales director of its Dixie network, with headquarters in Charlotte.

E. S. MITTENDORF, manager of WKRC, Cincinnati, will remain in that capacity. The station is now owned by CBS, having recently been purchased from Sam Pickard, CBS vice president, and John Boyd, Chicago attorney.

EUGENE L. SLATER, recently Hudson Motor Car account executive of C. C. Winningham, Inc., Detroit agency, has been appointed commercial representative of the CBS Dixie network, with headquarters at Charlotte, N. C. Mr. Slater is widely known in the agency field, having served national accounts on the West coast, the Canadian territory and in London.

THE REV. JOHN J. HARNEY, director of WLWL, New York, is on his way to Rome to spend the Christmas holidays at the Paulist Fathers' House there. He will preach the Advent sermon at Santa Susanna.

W. W. BEHRMAN, formerly manager of WGBF, Evansville, Ind., is now manager of WBOW, Terre Haute, and Clarence Leich has succeeded him at WGBF. The Evansville station has also added to its staff Robert Bullard, formerly with WKBF, Indianapolis, and James Walsh, formerly with WOWO, Fort Wayne.

DUKE M. PATRICK, assistant general counsel of the Federal Radio Commission, was called to Lafayette, Ind., Dec. 5, by the illness and death of his mother-in-law. He was due to return to Washington about Dec. 15.

EDWARD KLAUBER has been elected first vice president of CBS and Lawrence W. Lowman vice president in charge of operations. Klauber has been vice president assisting W. S. Paley, president. Lowman has been assistant secretary and supervisor of operations.

ALICE KEITH, broadcasting director of the American School of the Air, and W. C. Bagley, Jr., research specialist in education by radio, and both on the CBS educational department staff, attended the National Convention of State Superintendents of Education in Washington, Dec. 7 and 8.

C. D. TAYLOR, for the last three years commercial manager of WBT, Charlotte, N. C., is now commercial manager of WJSV, Alexandria, Va.

MISS MARIE ELBS and Milton Samuel, in NBC's publicity department at San Francisco, mail out reams of publicity about others, but they kept their marriage a secret from early in September to late in November. The ceremony took place at Lake Tahoe, Cal.

GEORGE MALCOLM-SMITH, of the public relations staff of WTIC, Hartford, is the author of a children's novelette published last month by Rand McNally & Co., Chicago. It is a pseudo-scientific tale of adventure entitled "Professor Peckam's Adventures in a Drop of Water."

HOWARD S. LEROY, former assistant solicitor of the State Department and now a practicing attorney in Washington, will conduct a course in radio law, with emphasis on radio, in the School of Law of National University, Washington, during the winter term opening Jan. 4.

BEHIND THE MICROPHONE

FRANK MUNN, who as "Paul Oliver" on the Palmolive Hour is one of radio's best known tenors, has shed his nom de plume and hereafter will be known by his real name. He began to use his name with his appearance on the "American Album of Familiar Music" program on NBC Dec. 6.

ANN WARNER, formerly heard from KPO, San Francisco, and formerly on the staff of the San Francisco Chronicle, on Dec. 4 became director of home service for KFI and KECA, Los Angeles. She is being heard for a half hour daily, except Saturdays and Sundays, with a program called "Ann Warner Chats With Her Neighbors." The program carries out the cooking school theme and has a musical background.

GEORGE C. DAWSON, in charge of new commercial programs and broadcast ideas for CBS, has returned to his office after an illness. He played the role of "Daddy" in the "Daddy and Rollo" ethereal sketches.

PEGGY CLARKE, formerly manager of WOL, Washington, is now with WJSV, Alexandria, Va., where she is again staging her special broadcasts to the shut-ins at the military and naval hospitals in the National Capital.

EUGENE DUBOIS, noted violist ,has been engaged as concert master of the studio orchestra of WMAQ, Chicago. Mr. Dubois until five years ago was concert master and soloist for the Chicago Opera Company. Then he went to the Metropolitan Opera Company in New York in the same capacity. For the last two years he has been soloist and concert master in the NBC studios in New York.

EARL BURTNETT and his orchestra returned to the Los Angeles Biltmore late in November and their music goes over KECA, Los Angeles, nightly via remote control. The remote line for seven or eight years previously had been a prerogative of KHJ, Los Angeles. KECA's sister station, KFI, on Dec. 1 began to broadcast Jimmy Grier's orchestra nightly from the Cocoanut Grove of the Ambassador hotel. Herbie Kay's collegiate orchestra moved into the Blackhawk Cafe, Chicago, and WGN, Chicago, when the Burtnett aggregation returned to California.

RUDOLPH FORST, musical director of WLWL, New York, is the first violinist with the Manhattan Symphony Orchestra this season.

RAY KNIGHT, NBC humorist, Mary McCoy, soprano, Elsie Mae Gordon, Walter Preston, the Russian Cathedral Quartet and Joe Rines and his orchestra have been engaged by the Penn Athletic Club in Philadelphia for a program on New Year's Day through NBC Artists Service.

ERNEST LA PRADE, assistant to Walter Damrosch, recently returned from a three weeks session on jury duty in Thirty-fourth Street Municipal Court.

LEWIS MEEHAN, tenor at KFWB, Hollywood, gave a recital in the Elks' temple, Los Angeles, on Dec. 3 preparatory to leaving for European study tour.

L. DANA HAAS, bass-baritone, formerly in vaudeville, is now connected with WGAL, Lancaster, Pa., and is heard several times weekly. Haas, a native of Lancaster, has been featured in theaters in New York, Newark, Philadelphia and other cities. He is also heard in several dramatic presentations. John McCartney, another former member of vaudeville and stock companies, is also appearing over WGAL. McCartney, a native of Scotland, is a baritone soloist and plays the ukelele.

ED THORGERSEN, NBC announcer in New York, is a contender for the squash championship of the New York Athletic Club.

GUY HEDLUND, formerly with the dramatic department of KFI, Los Angeles, is directing a weekly series of radio skits being transmitted from WTIC. Among the members of the "WTIC Playhouse" company under his direction are Bess Beatrice Battey, formerly of WOW, Omaha, and Jay and Fanny Ray, well-known stock company players of the Southwest.

JACK BRINKLEY, announcer at WTIC, Hartford, is writing a column entitled "Within the Lines" in the weekly program magazine, Radiolog, published in Boston by Josiah Shamroth and circulated throughout the New England states.

ALL WINNERS of the radio diction medal awarded annually by the American Academy of Arts and Letters are "alumni" of Westinghouse radio stations. John W. Holbrook, of the NBC announcing staff, New York, is a former announcer at what is now WBZ, Boston; Milton J. Cross, first winner, also of NBC, began announcing over WJZ, New York, when that station was operated by Westinghouse. Alwyn Bach, NBC winner of last year, also started as an announcer over WBZ.

HORTENSE ROSE and George Hall, known as the "Happiness Kids," are back again at WLW, Cincinnati, after a nation-wide tour of various radio stations which ended recently at WTAM, Cleveland.

PAUL WHITEMAN will leave the NBC Chicago studios early in January for a five weeks tour of RKO theaters. He will open Jan. 8 in St. Louis. Besides his orchestra Whiteman will have with him two radio stars, Mildred Bailey and Jack Fulton, Jr. The Whiteman group also will play in Cincinnati, Chicago, Detroit and Cleveland and will return to the Edgewater Beach Hotel late in the spring.

PAUL LUCAS, chief announcer of WTIC, Hartford, is conducting the auditions of the Connecticut station. He is still announcing "The Travelers Hour," two-year-old feature sponsored by The Travelers Insurance Companies, however, and gives a weekly informal chat on studio activities entitled "Behind the Scenes."

MORTON DOWNEY was welcomed back to New York after a two weeks' vacation in California with a dinner party given by the CBS at the Hotel Elysee Dec. 7.

JOHNNY WALKER, announcer of KOIN, Portland, Ore., has been assigned to the weekly program of KHJ, Los Angeles, and the coast Don Lee chain known as "Your Host on the Isle of Golden Dreams."

THE THREE CO-EDS, onetime vocal trio at KFI, Los Angeles, will hereafter be heard from KHJ, Los Angeles, as the Bluettes on the present Resinol series of programs.

MARY WOOD BEATTY, soprano at KOA, Denver, for the last four years, has gone to San Francisco to become a staff artist of the NBC Pacific Coast network. Everett Foster, KOA baritone and announcer, and Forrest Fishel, tenor, were transferred to California a short time previous.

BETTY WORTH does a "songs of the southland" period for KTAT, Fort Worth, each Saturday.

SID GOODWIN, formerly announcer at KGW, Portland, Ore., and lately on the NBC staff in San Francisco, has returned to Portland as production manager for KTBR.

MATHEW MURRAY, known to radio audiences in the west as "The Ambassador of the Air" during his daily talks at KMPC, Beverly Hills, Cal., and later at KGFJ, Los Angeles, will soon publish his inspirational talks in book form.

FRED HOWARD and Nat Vincent, known as the "Happy Chappies" at KMPC, Beverly Hills, Cal., have just written a new song, "On the Old Black Mountain Trail." Their "When the Bloom is on the Sage" made them known nationally.

PETER DIXON, author of "Radio Writing," who with his wife, Aline Berry, acts in the Wheatena skit, "Raising Junior," over an NBC-WJZ network, may soon have their sketches published in book form. Dixon writes the continuity.

PHILLIPS LORD and his "Seth Parker" troupe, who have been touring the country in personal appearance engagements, but continuing their Sunday night "hymn songs" over NBC, have extended their tour six weeks. On Dec. 13 they were scheduled to be in Miami. From Dec. 20 to 27 they will be en route to Los Angeles via the Panama Canal. They will be heard from Los Angeles on Jan. 3, after which their radio appearances include Kansas City, Jan. 17; Chicago, Jan. 24, and New York, Jan. 31. They will appear in Baltimore Jan. 30.

GEORGE O'BRIEN is the new program and production manager at WLWL, New York. He is a singer and has participated in numerous network broadcasts over WEAF and WJZ. Born at Branford, Conn., during a world war offensive a frightened German prisoner knocked out all of his front teeth with the butt of a gun, which was not so good for a singer. An Austrian dentist performed a perfect adjustment.

DON CRAIG, who conducts the "Radio Gossip" column in the Washington Daily News, on Dec. 10 turned over the authorship of his entire column to Arthur Godfrey, announcer of WRC, Washington, and the NBC, who has been bedridden for three months due to an automobile injury. In the column, Godfrey pays his respects to Ted Husing, CBS sports announcer, as "the best sports announcer even if he is on Columbia." He regards "Arabesque" on CBS equalled only by NBC's "Moonshine and Honeysuckle," and he picks the following as his choices of the best announcers in radio: For classical programs, Milton Cross; for regular commercials, Graham McNamee, James Wallington and Davis Ross, and for special events, Herluf Provensen and George Hicks.

MARDIE LILES and Sol Fleischman, announcers of WDAE, Tampa, Fla., have been achieving considerable fame on sports and commercial programs lately. Liles comes from the operating staff. Fleischman drew considerable fan mail for his recent coverage of the Florida-Kentucky football game.

JOHN W. HOLBROOK, NBC announcer who won the 1931 Diction Medal, will be married to Katherine C. H. Renwick, actress, in the Church of the Messiah, Brooklyn, Dec. 31. Their romance began in the New York NBC studios about six months ago.

IN THE CONTROL ROOM

LESTER BOWMAN, formerly master control supervisor of the CBS New York studios, has been promoted to assistant division engineer. Bradley Libbey is now master control supervisor.

HARRY R. LUBCKE, director of television for KHJ, Los Angeles, and the Don Lee system, on Nov. 21 addressed a meeting of the Sutro-Seyler Music Club of that city on various aspects of the visual art.

LIEUT. MALCOLM P. HANSON, of the Naval Research Laboratories in Washington, who was chief radio engineer of the Byrd Antarctic expedition, on Nov. 30 addressed a combined meeting of the Atlanta section of the Institute Radio Engineers and the Atlanta Radio Dealers Association.

T. F. JOHNSTON, formerly with the Bell Laboratories, has joined the staff of the New York office of the Department of Commerce radio supervisor as inspector.

H. R. DYSON, formerly with the Westinghouse plant at Chicopee Falls, Mass., is now a radio transmitter engineer for RCA Victor at Camden, N. J.

J. M. CARMENT, formerly with WORD, Batavia, Ill., is now chief engineer of WCHI, Chicago.

D. R. CANADY is now chief engineer of the Canady Recording Equipment Co., Cleveland.

J. CLAYTON RANDALL, plant engineer of WTIC, Hartford, was recently host to 700 members of the Connecticut division of the American Institute of Electrical Engineers who inspected the 50 kw. transmission plant on Talcott Mountain on the outskirts of Hartford.

JAMES F. J. MAHER, of the engineering staff of WOR, Newark, and Fred Muller, of the Tropical Radio Telegraph Co., were nominated for president of the Veteran Wireless Operators Association at a meeting held Dec. 2 in New York. Ballots have been mailed to the membership throughout the world and returns will be announced at the annual meeting Jan. 6. The association's annual banquet, proceeds of which will be given to the Emergency Unemployment Relief Committee, will be held in the Hotel Astor, New York, Feb. 11.

Broadcasts to Germany Every Other Friday

PRACTICALLY unknown to the American radio audience, but widely known throughout continental Europe, are the bi-weekly talks on "What America Talks About" being broadcast to Germany by Kurt G. Sell, Washington correspondent of the Wolff's Telegraphic Bureau, which is the German counterpart to the Associated Press. Mr. Sell, a distinguished journalist of worldwide experience, has been speaking in German every other Friday afternoon at 2 o'clock, EST, since last Sept. 4, his speech being carried from the NBC Washington studios by telephone line to Schenectady, where it is relayed via short wave to Germany.

Heard at 8 p. m., European time, his talk is picked up by a short wave station at Beelitz, whence it is sent to the key station of the Reichs - Rundfunk - Gesellschaft, or German Broadcasting Corporation, Berlin. It is heard not only over the German network but also over stations in Norway, Austria and Switzerland which asked and received permission to carry them. Mr. Sell's fan mail has come from those countries and from Denmark, Holland, Czechoslovakia and Danzig.

The German journalist discourses frankly on subjects which he knows to be of paramount current interest to his European audience. His topics have included the Cleveland air races, the flight of the DO-X to New York, the American depression, the tax problem, wheat sales to Germany and China, the American political situation, disarmament, M. Laval's and Signor Grandi's visits, war debts, disarmament and other subjects. As he explains it, he does not take sides but strives to give unbiased pictures of the American attitude with the thought always of fostering better understanding between the New World and the Old.

For the most part, reception in Europe has been very good. After each talk, Mr. Sell enjoys a short chat with Chief Engineer W. Schaeffer of the German Broadcasting Corporation about the quality of transmission. NBC engineers have been watching these broadcasts closely as tests of the technique of international relay programs.

KNX Intersperses News With Timely Questions

QUERIES on timely topics are being used by KNX, Hollywood, to liven up its new broadcasts, which are put on the air four times a day. Recently a poll was taken to ascertain the listeners' views as to the best motion picture they had ever seen. Votes on prohibition and other issues are planned for the winter.

Surprisingly, the recent talkie productions were not much in the running. No Douglas Fairbanks picture was in the forefront, and only one of Mary Pickford's films was on the list of those that received more than 40 votes. Even Charlie Chaplin placed only one picture in the contest and that, not for his acting, but for his directing. No comedy was included in the selections.

The ten pictures receiving the greatest number of votes are: The Birth of Nation, The Covered Wagon, The Ten Commandments, King of Kings, Byrd at the South Pole, Cimmaron, Desert Song, Miracle Man, Way Down East and Disraeli.

I. R. E. Convention

THE SEVENTH annual convention and parts exhibition of the Institute of Radio Engineers will be known as the Twentieth Anniversary Convention in commemoration of the founding of the Institute in 1912. It will be held at the Hotel William Penn, Pittsburgh, April 7, 8 and 9, 1932. Plans are being prepared for a program of technical papers by prominent engineers as well as trips of educational interest.

Two CBS Hookups

CBS WAS divided into two networks for football the afternoon of Nov. 28, when WABC, New York, "keyed" the Army-Notre Dame game for 46 stations while WMCA and WPCH, New York, which are not regularly members of the network, carried the Yale-Princeton game to New York and 18 stations. The special hookups were arranged to meet the great demand for the New Haven contest, especially in the Southern states.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

RAMBO BROS., Crooksville, O., Crosley dealers, report excellent results from the Crosley radio announcements over WLW, Cincinnati. Business in Crosley receivers is constantly improving, this company reports, and it attributes much of the increase to the fact that customers are asking to see models announced over the radio.

GROSS business in excess of $125,000 from local accounts is reported by WRC, Washington, for 1931, despite the fact that all but 10 per cent of its time is occupied by network programs of NBC, which operates the station.

THE JOHN PUHL Products Co., Chicago, maker of the Bo-Peep brand of blueing and ammonia, has contracted for a weekly program of light and fanciful entertainment over WBBM, Chicago, each Friday morning at 10 o'clock. The Boy Friends, well-known harmony duo, provide the entertainment.

CHICAGO SOLVAY COKE dealers are providing a daily-except-Sunday broadcast of fast moving dance music by the studio popular combination, known as "The Syncopators," over WMAQ, Chicago. Each day a ton of coke is given away in a unique manner. Listeners are invited to send in a tentative three-number program. Anyone whose three numbers are played on any one program receives the ton of coke free from their nearest Solvay dealer.

THE RATH PACKING Company of Waterloo, Ia., has contracted with WBBM, Chicago, for a program of dance recordings to run every day except Sunday at 8 a.m.

CHARLIE WHITE, one of the greatest lightweight champions the pugilistic world ever has known and now a physical director of fame, is conducting a 7-day a week series of gym classes over WGN, Chicago. The sponsor is the Hilton Company, men's clothing dealer. The contract calls for 52 weeks of White's services.

"UNCLE QUIN'S Punch and Judy," one of the middle west's oldest features for children, will appear on WGN, Chicago, every day except Sunday from 5:15 to 5:30 p.m. under the auspices of the Three Minute Cereals Company under a new contract just signed. Quin Ryan, with his myriad of sound effects representing animals, conducts the broadcast.

MONTGOMERY WARD and Company is providing market reports as a feature of its "Trappers' Fur Service" over WBBM, Chicago, each Tuesday, Thursday and Saturday at 12:25 p.m.

THE AMERICAN Institute of Foods and Household Appliances is on the air from WBBM, Chicago, each weekday morning at 10:30 o'clock with advice on the preparation, preservation, and selection of foods. Thomas E. Yerxa, authority on home management, makes short talks.

THE VICTOR Clockmaker, a weekly dramatization over WMAQ, Chicago, on the romance of old clocks, is a new feature sponsored by the Cincinnati Victor Co. The 15-minute broadcast begins at 8:30 p.m. Tuesdays. As a promotional feature, the Victor company offers to electrify an old clock without altering its appearance at all with every purchase of one of its new electrical clocks.

KOL, Seattle, has reported that the Olson Fuel Company of that city is sponsor for broadcasts of the wrestling in the civic auditorium on Fridays via the remote line, according to Norman F. Storm, sales manager.

KGNF, North Platte, Neb., has reported that one of its local accounts, E. A. Gamble, grocer, has used three brief announcements daily. This has been the only medium used. Within a short time he was forced to move from small quarters to a larger store and to increase his staff from four to seventeen clerks.

THE ALL-YEAR club, Southern California's tourist-getting group, is using KHJ, Los Angeles, for a weekly program explaining the club's work. The club contemplates using a network hookup for a one-time program with the idea of sending news eastward that California is no place for the jobless.

CURRENT transcription accounts of KHJ, Los Angeles: Chevrolet Chronicles; Charis; Marley Perfume Co.; Phillips dental cream; Tillie the Toiler series; Bringing Up Father series (Broadway department store sponsor); Wright arch preserver shoes; Woodbury Soap Co. (Famous Beauties of History); Dr. Ross dog program, and Life Savers success reporter.

KFOX, Long Beach, Cal., reports that it has signed up for practically the entire catalogue of continental Broadcasting Corporation, including its earlier releases of the Boswell Sisters, Cliff and Lolly and others.

KGRS, Amarillo, Tex., has begun to broadcast a sponsored period for Levy's clothing store thrice weekly and a daily program for Montgomery Ward and Co.

NEW ACCOUNTS reported on WGBS, New York, by George Ingraham, commercial manager: General Foods Corp., International Magazine Co., Bayuk Cigars Co., Chrysler Tower Corp., New York American, New York Journal, Metropolitan Electric Mfg. Co., and The Sophia Co.

WRR, Dallas, uses its facilities one evening a week for the Oak Cliff-Dallas Commercial association. This is in addition to the daily morning Oak Cliff-Dallas hour, devoted to business features of the locality.

KTAB, Oakland, carries a winter series for Pacific Greyhound stage coach lines with the weekly "pepper box revue," long a station feature. One of the transit dispatchers is borrowed from the stage depot to help out with the skit features of the frolic.

LA FRANCE Products Co., Inc., Los Angeles, cosmetics and other lines, has reported using 20 stations for spot announcements. The report schedule shows WMMN, Fairmount, West Va., bringing in the largest number of replies from a single broadcast; KNX, Hollywood, second, and KELW, Burbank, Cal., third.

DAVIS PERFECTION Bread Co., Los Angeles, has been using KNX, Hollywood, the last seven years for its Friday night "Optimistic Do-Nuts" frolic. On a recent program the firm wanted to call attention to a new, low-priced pie, but without violating the ethics of price advertising after dusk. Fred Hagelberg, of the company, overcame this by saying that, if Mrs. Housewife had four youngsters and each of them carried a nickel to the neighborhood grocer or baker, they would collectively bring home one pie. The company reported that the following day its retail business for this special pie amounted to 7,000 sales.

KELW, Burbank, Cal., has taken on the account of the West Pico Furniture Co., 15 minutes nightly, 30 days; Roberta Chapman, cosmetics, 15 minutes daily, 60 days; Dr. G. Gontard, professor in the French Institute, series of weekly lessons in the French language; Hollywood Laundry, using Marian Harrison, graphologist, daily for 30 days, and Dr. F. A. Gawthorne, Hollywood dentist, for a daily 15-minute record program, six months. All of these, except the two Hollywood accounts, are located in Los Angeles.

THE ALAMEDA County Title Insurance, one of the largest office buildings in Oakland, Cal., has signed a year's contract with KTAB, Oakland and San Francisco, with a five minute nightly feature. This allows time for a musical selection and a brief announcement of the facilities offered in the building. An additional program on Mondays is titled "Romantic California," with organ music and narrative to depict the days of the famous Spanish grants and land allotments.

WALKER'S department store, Los Angeles, has signed up with KHJ for a series of thrice weekly programs during December for its children's department. "Uncle John" Daggett, former announcer, will return to the air to announce the program and, in conjunction with the broadcast of juvenile talent, six programs will be staged in the store auditorium.

NEW ACCOUNTS for KHJ, Los Angeles: Thrifty Drug Co., 15 minutes mornings, with singer and organ; Shurons Optical Co., Sunday half hour; Pierce Bros., undertakers, Sunday "musical cameos"; Wilson Ice Cream Co., one program weekly.

KTSA, San Antonio, reports San Antonio Public Service Co., Reducoids and Western National Fire Insurance Company accounts among its new business.

ELECTRICAL transcriptions at KOMO, Seattle: Charis; Seiberling Singers, for A. L. Kupp Tire Co.; Chevrolet Chronicles; Life Savers' success reporter; Spratts Patent, Ltd., dog story; Olympian male quartet for Don's Sea Food (restaurant); Barbara Gould beauty talk; Edna Wallace Hopper, Affiliated Products Co., and sunshine melodies for Acme White Lead and Color Works.

KFSD, San Diego, has spotted its "radio dental clinic" as an afternoon studio program week days, except Tuesday, when it has been switched to a morning hour.

ROYAL Credit Clothers, Huntington Park, Cal., has given sponsorship to KTM programs, Los Angeles. They give a weekly audition, not broadcast, with the winners used on a Sunday night program. Final winner is to give four weekly programs as a paid entertainer. The same firm also sponsors a semi-weekly blues program. The San Val Oil and Water Co., bottling "Tarzana" mineral water, has become responsible for the nightly program of the Beverly Hill Billies over the same station.

THE MAURINE Company, San Francisco, has begun to use KTAB, for a weekly program to appeal to men. The first transcription series was Deacon Brown and his Peace Makers, a Continental Broadcasting Corporation series of southern melodies and gags. Featured product is "Maurine After-Shaving Lotion" and commercial copy is tied in with the series title with the phrase, "Maurine After Shaving Lotion makes peace between your face and your razor in a jiffy." Contract time is 13 weeks.

SUSSMAN and Wormser (S. and W. Coffee) sponsor the "Famous Trials of History" series over KFI, Los Angeles, nightly with the re-creation of some famous legal battle. The same cast is used as in D-17 mystery plays.

KROW, Oakland, Cal., has added new commercial accounts to include: Rumford Baking Powder; Associated Department Stores; Buick Motor Co.; Star Outfitting; J. A. Folger Coffee Co., and General Steamship Co.

NATIONAL transcription accounts of KEX, Portland, Ore., include: Union Oil Co.; Phillips' Dental Magnesia; Louis Phillipe; General Electric Co., and Tanlac.

NEW PROGRAMS at KFWB, Hollywood, include Thrifty Cut Rate Drug Stores, Inc., 15 minutes daily for one year; Beckman's Furs, half hour Sunday concert, 90 days; Brooks Clothing Store, one hour Sunday recorded program, six weeks; Brown's Clothing Co., Sunday afternoon program, one year. According to Chet Mittendorf of the commercial department, the station's Sunday time is now almost entirely sold out.

KTRH, Houston, Tex., has opened an account for the Johnston Motor Co., local firm, and for the National Confectioners Association.

E. F. EDWARDS, Oakland, Cal., retail jeweler, has started a series of programs with KFRC, San Francisco, three times weekly. Ryder and Ingram, Ltd., Oakland agency, placed the account and will handle the copy.

AD-CRAFTSMEN, Salt Lake City agency, has inaugurated a local radio campaign for David Stein, jeweler, and one in Utah and Colorado for the Newhouse Hotel, Salt Lake City.

KNX, Hollywood, continues next year on a month to month basis the weekly string ensemble program for the Emorc College, San Jose, operated by the Rosicrucian Order. Bobrick Manufacturing Co., Los Angeles ammonia makers, sponsor the "Jeannie and Joan" series nightly, a continuity of two girls. Bundy and Albright, realtors of Sherman Oaks, start the second year of their weekly program featuring old-time tunes, vintage of pre-1900.

THE LOS ANGELES Japanese chamber of commerce has signed with KELW, Burbank, for a series of Saturday evening programs with native orchestra and soloists. The broadcasts will be designed with a dual purpose—to furnish entertainment to the Japanese population around Los Angeles and to call attention to Japan as a tourist center. B. Nomura is secretary of the organization with offices at 117 North San Pedro Street, Los Angeles.

NEW ACCOUNTS of the month for KFRC, San Francisco: transcriptions once a week for Florists Telegraphic Delivery Association, Inc., placed by National Radio Advertising, 13 weeks starting Jan. 5; five nights a week series of "Rajput, secret service operative," (Maurice Joachim), for Strasska laboratories; series of transcriptions for Oldsmobile division of General Motors, starting Jan. 19 for 13 weeks.

THERE is a movement on the west coast in which posts of the American Legion are sponsoring automobile racing, just as they have been promoting weekly prize fights. The NBC coast chain carries the races from the speedway in Oklahoma and the Ascot Park in Los Angeles. Richfield Oil Company sponsors both events and apparently signifies a willingness to sponsor other developments in this field. The events are short and snappy and are said to attract considerable patronage.

STUART & SON, Inc., Baltimore (Golden Crown syrup), has contracted with WJSV, Alexandria, Va., for 13 weekly half-hour programs on Friday nights from 8:30 to 9 o'clock. The feature is called "Minstrel Memories."

NETWORK ACCOUNTS

LIGGETT & MYERS TOBACCO CO., New York (Chesterfield cigarettes), starts a 52-week contract on 67 CBS stations on Jan. 4 to be heard daily except Sunday from 10:30 to 10:45 p.m., EST, and featuring Nat Shilkret and orchestra in "Music That Satisfies." The agency is the Newell-Emmett Co., New York.

W. A. SHEAFFER PEN CO., Fort Madison, Ia. (fountain pens), began a program Dec. 6 featuring Phil Baker and Ted Weems and orchestra over CBS, to be continued on Sundays from 9 to 9:30 p.m., EST. A feature of the initial program was an offer of a bottle of Sheaffer's Scrip ink to every person in the audience writing in to tell the sponsors whether he had seen announcements of the program in print or was hearing of it for the first time on the radio. The McJunkin Advertising Agency, Chicago, handles the account.

SOUTHERN COTTON Oil Co., New Orleans (Snowdrift shortening), has renewed its CBS contract for 21 stations to carry the "Snowdrift Southern Melodies" heard Thursdays from 9 to 9:30 p.m., EST. Fitzgerald Advertising Agency, New Orleans, handles the account.

LADY ESTHER Co., Chicago, (face cream), starts over 21 NBC-WEAF stations, beginning Jan. 17, with programs consisting of a talk and Wayne King's orchestra, Sundays from 3 to 3:30 p.m., EST. The Hays McFarland Co., Chicago agency, handles the account.

CLIQUOT CLUB Co., Millis, Mass., (ginger ale), renews over 20 NBC-WEAF stations, Jan. 22, with a "Night Club" featuring Ray Knight as master of ceremonies and Harry Reser's orchestra, Fridays from 9 to 9:30 p.m., EST. Danielson & Son, Inc., Providence, R. I., handles the account.

STERLING PRODUCTS Co., Wheeling, W. Va., (Phillips milk of magnesia), will begin a series of programs, Jan. 4, over 21 NBC-WEAF stations, to be heard Mondays and Fridays from 10:15 to 10:30 a.m., and Wednesdays from 9:15 to 9:30 a.m., EST. Program will feature talks by Dr. Royal S. Copeland, U. S. Senator from New York. Blackett, Sample & Hummert, Inc., Chicago, handles the account.

CHESEBROUGH MFG. Co., New York, (vaseline products), renews Jan. 1, over 46 NBC-WJZ stations, featuring "Real Folks," rural sketch, Fridays from 9 to 9:30 p.m., EST. McCann-Erickson Co., New York, handles the account.

PEPSODENT Co., Chicago, (toothpaste), renews with Amos 'n' Andy Jan. 1 over 44 NBC-WJZ stations daily except Sundays from 7 to 7:15 p.m., with repeats from 11 to 11:15 p.m., EST. Lord Thomas & Logan, Chicago office, handles the account.

IODENT CHEMICAL Co., Detroit, (toothpaste), will renew Dec. 27 on 21 NBC-WEAF stations with its children's program "Iodent Club of the Air" heard Sundays from 7:30 to 8 p.m., EST. Maxon, Inc., Detroit, handles the account.

RICHARDSON & ROBBINS, Dover, Del., (canned goods), starts Dec. 29 over 13 NBC-WEAF stations with the "Forecast School of Cookery" to be heard Tuesdays from 11 to 11:15 a.m., EST. J. P. Muller & Co., New York, handles the account.

AMERICAN KITCHEN Products Co., New York, (Steero bouillon cubes), started Dec. 9 over 17 NBC-WEAF stations with talks and instrumental trio on Wednesdays from 10:15 to 10:30 p.m., EST. Batten, Barton, Durstine & Osborne, New York, handles the account.

VACUUM OIL Co., New York, (auto lubricants), starts Feb. 3 over 56 NBC-WEAF stations with a 50-piece orchestra and guest artists Wednesdays from 9:30 to 10 p.m., EST. The Blackman Co., New York, handles the account.

SOUTHERN DAIRIES, Washington, D. C., (dairy products), renews Dec. 29 over eight NBC southeastern stations keyed from WRC, Washington, with a musical program on Tuesdays and Fridays from 7:15 to 7:30 p.m., EST. McKee & Albright, Philadelphia, handles the account.

SOUTHERN DAIRIES, Inc., Washington, D. C., (ice cream and dairy products), has signed a 13-week contract for 10 stations of the CBS Dixie network, beginning Dec. 29. A musical program will be featured. McKee & Albright, Philadelphia agency, handles the account.

SWIFT & Co., Chicago, (meat packers), renews Dec. 19 with the "Stebbins Boys" over 21 NBC-WEAF stations daily except Saturday and Sunday from 6:45 to 7 p.m., with repeat from 7:45 to 8 p.m., EST. J. Walter Thompson Co., Chicago, handles the account.

R. B. SEMLER, Inc., New York (Kreml hair tonic), renewed its CBS contract Jan. 6 for the Nell Vinick beauty talks heard Wednesdays from 11 to 11:15 a.m., EST. The agency is Edwin Wasey & Co., New York.

F. W. FITCH Co., Des Moines (Fitch shampoo), has postponed the opening of its 13-week account over 29 CBS stations, originally scheduled Jan. 8, to Jan. 15. "The Fitch Professor and Musical Trio" are to be heard Fridays from 11 to 11:15 a.m., EST. The agency is Battenfield & Ball, Des Moines.

S. & W. COFFEE Co., on Dec. 7, began a nightly 15-minute program over an NBC Pacific Coast network with Cecil and Sally, comic strip of the air. They had previously done 800 personal appearances on KPO, San Francisco.

ANDREW JERGENS Co., Cincinnati, (soaps and perfumes), began a series over the NBC-WJZ network Dec. 5, featuring Ray Perkins as "The Old Topper." It is heard Saturdays at 6:30 p.m., EST.

LIBBY, McNEIL & LIBBY, Chicago, (foods), is sponsoring Ray Perkins, NBC master of ceremonies, over an NBC-WJZ network each Thursday and Friday at 10 a.m., EST. Perkins appears as "The Prince of Pineapple."

CONTINENTAL BAKING Co., New York, (baking products), on Dec. 6 engaged Bradford Browne, NBC artist, as master of ceremonies, succeeding Ray Perkins, in its NBC-WJZ network program of the "Three Bakers." The program is heard Sundays at 7:30 p.m., EST.

PRATT & LAMBERT, Inc., Buffalo, (lacquers, enamels, etc.), begins a 13-week program over 39 stations of CBS on March 1, 1932. The type of program has not been decided, but it will be heard on Tuesdays from 10 to 10:15 p.m., EST. The Albert P. Hill Co., Pittsburgh agency, handles the account.

HAROLD F. RITCHIE & Co., New York, (Pompeian Cream), begins a 52-week contract with CBS and 21 stations on Jan. 4 with a program to be announced. The program will be heard Monday, Wednesday and Saturday from 8:45 to 9 p.m., EST. N. W. Ayer, New York, is handling the account. The same firm on Jan. 4 will also start a 13-week contract to promote "Frostilla" over 26 stations of CBS. The program will be of a musical nature and its time has not yet been scheduled. Lawrence C. Gumbinner Advertising Agency, New York, handles the latter account.

GILMORE OIL Co., Los Angeles, is offering a weekly circus theme continuity over KFI, Los Angeles, and the NBC Pacific Coast network, in addition to using KNX, Hollywood, for a weekly edition of the same theme; KHJ, Los Angeles, for a "College Daze" program. The NBC contract has just been renewed for another year, the KNX circus being discontinued on Jan. 1 and placed instead on KHJ and the Don Lee network, according to Chet Crank, of Botsford, Constantine and Gardner, Los Angeles agency handling the account.

FRIGIDAIRE CORPORATION, Dayton, O., opened a series of programs Nov. 30 over an NBC-WJZ coast-to-coast network to sponsor a nation-wide Christmas contest in which $6,000 will be distributed among 61 winners. The programs, which were carried five afternoons a week, were to close Dec. 16.

E. FOUGERA & CO. (Vapex), New York City, opened a series of weekly programs over a network of 20 CBS stations Dec. 6 sponsoring the Mills Brothers. The program is on Thursdays from 9 to 5:15 p.m. N. W. Ayer & Sons, Inc., has the account.

HACKMEISTER LIND CO. (auto lights), Pittsburgh, will inaugurate "The Shadow," a dramatic sketch, over a 28-station CBS hookup on Jan. 5. Ruthrauff & Ryan, Inc., Chicago, is handling the account. Program is from 10 to 10:30 p.m. Tuesdays.

THE BARBASOL CO., Indianapolis (shaving cream), on Jan. 11 will renew its CBS contract for 52 weeks over 28 stations, with "Singin' Sam the Barbasol Man." Its air time is Monday, Wednesday and Friday from 8:15 to 8:30 p.m., EST.

SAN FRANCISCO Union Stock Yards Company has taken on the sponsorship for week-day market reports over NBC Pacific Coast stations and N. W. Ayer and Son the weather report.

"CALIFORNIA MELODIES," used last year as a CBS program originating from KHJ, Los Angeles, and thence eastward, resumed on December 6. It will be heard through the winter on Sundays at 8:30 p.m. (Pacific standard time) for a half hour program. Film studios will cooperate in the music and one brand new song from Hollywood will be given its premiere on the program each week. Raymond Paige's 35-piece orchestra will be assisted by station talent.

AGENCIES AND REPRESENTATIVES

RALPH LEAVENWORTH, formerly assistant general sales manager of the Austin Co., Cleveland, engineers and builders, has been named general advertising manager of the Westinghouse Electric & Manufacturing Co., in charge of all advertising and publicity with headquarters at the East Pittsburgh plant. Fuller & Smith & Ross, Inc., New York agency, after Jan. 1 will handle all Westinghouse advertising, including institutional and trade paper copy.

LYNN BAKER has been transferred from the Cincinnati office of the J. Walter Thompson Company agency to the San Francisco office, which he will manage after Jan. 1.

WALTER K. McCREARY, one-time KMPC commercial manager, later with the KTM sales force, has opened offices at 337 Bendix building, Los Angeles, to engage in radio brokerage as W. K. McCreary and Associates.

THE F. WALLIS ARMSTRONG Company, Philadelphia advertising agency, has been appointed to direct the general advertising account of the Philco Radio Company, of that city.

AD-CRAFTSMEN, Salt Lake City agency, has been appointed by the Newhouse Hotel of that city to direct a newspaper and radio advertising campaign featuring the hotel's all-expense two-day accommodation arrangement.

TRACY-LOCKE-DAWSON, Inc., Dallas advertising agency, has directed a campaign for the National Lamb Council with a month's test campaign in Omaha, Neb. Radio stations offered recipe booklets to listeners. No individual market or producer was mentioned, but the word "lamb" was prominently used throughout.

McCANN-ERICKSON, San Francisco office, has placed a contract for specified time signals with KTAB, San Francisco and Oakland, for the Liggett and Owl drugstores.

JOHN STARKE DAVIDSON, special counsel for advertising agencies and formerly with NBC, has been appointed director of the radio division of Ruthrauff & Ryan, Inc., New York agency.

L. M. ROBERTSON, formerly with WJAY, Cleveland, has joined King and Wiley & Co., Cleveland agency, in charge of radio advertising.

TRANSCRIPTIONS

RADIO was used to inaugurate the fall and winter advertising campaign of the Florist Telegraph Association when a 15-minute program, "The Land of Flowers," was broadcast over 33 stations by electrical transcription, the week of Dec. 7. The program, designed to stimulate desire for more flowers for more occasions, will continue for 13 weeks. An 18-piece concert orchestra, directed by Rudolph Friml, and a mixed quartet play and sing Friml compositions exclusively. Each program includes a piano solo by the conductor and features a theme song of his writing, "Flowers To Remember You By." This is the first long-term broadcast to lure the famous Viennese composer to the air. The continuity, besides aiming to increase the public's appreciation for flowers and broaden its conception of their uses, will present the world-wide facilities of the Florists Telegraph Delivery Association to enable anyone to "say it with flowers" by wire. The campaign was prepared by Brooke, Smith & French, Inc., Detroit agency, and placed through National Radio Advertising, Inc., New York.

FOLLOWING a test campaign over 60 stations, which were authorized to use any program they chose and received payment on an inquiries-for-sample received basis, the Charles E. Hires Co., Philadelphia (Hires root beer and extracts), decided to continue its radio advertising with 15-minute electrical transcriptions to be heard twice weekly on a selected list of stations. The stations will be paid their regular card rates. The test campaign elicited 147,000 inquiries. All kinds of programs were used, the choice of type being left to the station managers' discretion and no requirement being made as to time. Finding that dialogue sketches were the most popular, the agency engaged Leonard Cox, one of the authors of the "Main Street Sketches" on WOR, Newark, to present a condensed version of that feature to be known as "Centerville Sketches." The account is handled by Mark O'Dea & Co., New York agency.

GREEN Recording Studios, Chicago, act as mid-western distributors for the Pacific Coast Record Corporation, which has studios in San Francisco and Hollywood. In addition to acting as sales representatives, the Green organization makes wax masters in its own studios and ships to the coast for pressing on the Flexo material. One of the side lines, according to Bert Green, manager, is recording broadcast programs on aluminum discs as a permanent record for station, sponsor or agency.

MARSH Laboratories, Inc., Chicago, in addition to producing broadcast transcriptions, now has a department for originating radio program ideas, writing continuity, rehearsing talent and timing radio productions.

MacGREGOR and Sollie Recording Laboratories, San Francisco, will continue the Cecil and Sally transcription series and in January will release to Australia and South Africa under a

territorial rights agreement with an American advertiser. Cecil and Sally began an NBC Pacific Coast "in the flesh" act early this month. The release of the recorded series will, therefore, be grouped in mid-west and eastern stations in order to avoid conflict. Forty stations have used the transcription series the past year.

EQUIPMENT

DEFOREST RADIO CO., Passaic, N. J., has just completed the installation of a new 500-watt transmitter for WOAX, Trenton, N. J. The engineer in charge of construction was W. McConnell.

A NEW SERIES of condenser microphones for broadcasting, recording and public address operation is announced by the Gates Radio & Supply Co., Quincy, Ill. These microphones are offered in floor stand, desk and suspension models.

BUILDER OF XER, the 75 kw. Brinkley station at Villa Acuna, Mexico, is W. E. Branch, of the Radio Engineering Co., Fort Worth, Tex., who has built a number of broadcasting stations in the Southwest.

EXCLUSIVE American rights for the distribution of the Von Ardenne cathode-ray oscillograph tube are now in the hands of the General Radio Co., Cambridge, Mass., according to John D. Crawford, engineer of that company. This tube is designed for laboratory use and is distinguished from the one having an additional electrode which is designed for television. Both the oscillograph and television tubes are the product of Baron Von Ardenne noted young German inventor.

AN RCA VICTOR 1 kw. transmitter is to be installed for WEVD, New York, which on Dec. 4 was authorized by the Federal Radio Commission to change the location of its transmitter from Forest Hills to a point in Brooklyn to be determined by surveys with a portable. The station's authorized power is 500 w.

WJAY, Cleveland, has been authorized by the Federal Radio Commission to install a new General Radio Company (Cambridge, Mass.), crystal and box with a composite amplifier.

STATION NOTES

WGBS, New York, recently purchased by William Randolph Hearst, is installing new Western Electric equipment, and after Jan. 1 will broadcast from new studios in the Ritz Towers.

WACO, Waco, Tex., reports time available for sponsorship of weather reports between programs to the number of seven spots daily.

DONALD FLAMM, president of WMCA, New York, is spending $5,000 for Hudson-Maxim window silencers and ventilators for all the station's studios. Outside noise is kept out, but fresh air is admitted.

HARRISON HOLLIWAY, manager of KFRC, San Francisco, is building a 50-watt crystal controlled transmitter for short wave work. He plans to communicate with similar stations over the world via code and over shorter distances with voice.

WSB, of The Atlanta Journal, will erect its recently authorized 50 kw. transmitter as quickly as possible, according to Lambdin Kay, director.

XER, Villa Acuna, Mexico, broadcasting on 735 kc. with 75 kw., is carrying many of its programs via remote control from Del Rio, Tex., just across the Rio Grande River.

KEX, Portland, Ore., has undertaken an expansion program with new equipment and fixtures which will continue for 90 days, but without interruptions of programs, according to Larry Allen, manager.

WEBQ, Harrisburg, Ill., has just installed a new crystal control. When the fourth zone radio supervisor checked the apparatus Dec. 3, he found the station did not vary one cycle off its 1210-kilocycle frequency.

THE EDUCATIONAL unit of WABC, New York, has a model of the new 50,000-watt transmitter so that lecturers can explain the route programs follow from the time the microphone is actuated until they leave the vertical aerial tower at Wayne Township, N. J.

WRAK, Williamsport, Pa., has just completed the enlargement of its quarters to include a new audition studio and additional offices.

FACILITIES of WMT, Waterloo, Ia., have been offered without cost to the State of Iowa for use during Education Week in that state. Harry Shaw, president of the National Association of Broadcasters and owner of the station, wrote Gov. Dan Turner that every Iowa radio station has considerable time which no doubt could be used for the same purpose.

FROM KGMB, Honolulu, came the first congratulations to WOL, Washington, on the occasion of the latter's birthday Dec. 9, which was celebrated by a special all-day feature program. C. Stamford Cost, general manager of KGMB, happening to be in Washington, dropped in at WOL and conveyed the Hawaiian station's good wishes. He said when KGMB went on the air for the first time, the only other station in Honolulu, KGU, voluntarily remained silent for an hour.

WSAZ, Huntington, W. Va., dedicated a special DX program to the Radio Listeners' Club of Central New England, conducted under auspices of WTAG, Worcester, for one hour after midnight Dec. 7.

PROGRAM NOTES

CONTRACT Bridge, the new NBC comedy series, has met with such success that Ruth McCloy, author and director, has been asked to write a series of scripts for movie shorts on the same subject.

THE VETERAN Wireless Operators Association presented a dramatization of Marconi's wireless conquest of the Atlantic ocean on the thirteenth anniversity of the event, Dec. 12, over WOR, Newark, and the NBC network. The association awarded a medal to the inventor.

CHRISTMAS carols by the Advertising Club Singers, 60 male voices picked from the New York Advertising Club, will be heard in place of the usual guest speaker at 1:15 p.m., Dec. 23, over WEAF-NBC network. S. L. (Roxy) Rothafel will offer a Yuletide greeting.

DR. HENRY HADLEY, noted American composer and conductor, inaugurated a new series of popular concerts with his Gold Seal Symphony Orchestra Dec. 13 over WOR, Newark. The programs, which at first will feature Ben Alley as tenor soloist, will be heard each Sunday at 6:45 p.m.

"THE TIPPLERS," a harmony duo, stumbled into a contract with the Yankee network recently when they appeared in a special unemployment broadcast over WNAC, Boston. John Shepherd, 3rd, president of the network, who was listening in, was so impressed by their performance that he engaged them as a sustaining feature.

A LAVISHLY staged musical revue, created and directed by Raoul Marlo, of WOR, Newark, and enlisting talent from the station, was booked for presentation at Lowe's State Theatre in Newark for the week beginning Dec. 12.

THEODORE DREISER and Sherwood Anderson described conditions among the Kentucky miners in broadcasts over WGBS and WEVD, New York, on Dec. 5 and 8, respectively. The WGBS program was also carried over W2XCR.

ONE OF the most popular features over WELL, Battle Creek, Mich., is the "Scrapbook Lady," who reads interesting clippings sent in by listeners and gives recitations. This station, a 50-watter operated by the Enquirer-News, also devotes two half-hour periods weekly to Battle Creek College, in which such subjects as chemistry, history and music are treated. Once a week the Battle Creek Central High School band presents a three-quarter hour concert, and twice weekly Paul Riley, station musical director, gives a music appreciation hour. The local Federation of Labor also uses the station weekly for entertainment and talks by labor leaders.

PURSUING a policy of neglecting no major sporting event in New England, John Shepard, 3rd, president of the Yankee network, has assigned authorities to cover each sport for the microphone. Fred Hoey covers baseball, Ralph Gilroy football and Gerry Harrison wrestling and boxing over WNAC, Boston. Sports broadcasts originating in Providence are covered by Fred Long, supervisor of WEAN, while Joseph Lopez, supervisor of WICC, Bridgeport, covers all Bridgeport and New Haven sports.

WOMEN'S Club Radio Hour, a daily feature, save Sunday, at 11:30 a.m. over KMPC, Beverly Hills, Cal., presents speakers and musical talent from the various women's clubs in the vicinity of Los Angeles. Lois Harrison, director of women's activities of the Pacific Coast Products League, a booster of local industries, arranges and announces the program.

DONALD DAVIS, one-time winner of an Atwater Kent audition, started this first of this month as a soloist with the Ambassador Hotel cocoanut grove entertainers in Los Angeles. The program has been switched from KFWB to KFI-KECA.

MAJOR Bowes Capitol Family weekly program on Dec. 6 went back to Sundays after trying Friday broadcasts for the last nine months. Maj. Edward Bowes expressed the belief that Sunday is the best time for the program. It was heard for nine years previously on this day. The broadcast starts at 11:30 a.m., lasts an hour, and is carried over the NBC-WEAF network.

AN EXCHANGE of programs in the interests of the Junior Chamber of Commerce of Miami, Fla., was effected late in November by WTIC, Hartford, Conn., and WIOD, Miami. The Merry Madcaps of the Connecticut station dedicated an hour of dance music to WIOD, and the latter responded with a tribute to WTIC.

THE ROTH QUARTET with Vera Brodsky, pianist, inaugurated a series of concerts on Dec. 9 over WOR, Newark. The world famous quartet was brought to WOR by Miss Brodsky, who has been giving piano recitals over the station.

TED HUSING, CBS sports announcer, opened a series of interviews of officials and possible contestants in the forthcoming Olympic games over the WABC-CBS network on Dec. 11. The interviews will be conducted from 5:45 to 6 p.m. every Friday.

THE "TROVADORES Liricos de Cuba," the CMC, Havana, quartet, scored as the outstanding entertainment feature of the recent three-day international broadcast from WIOD, Miami, in which more than 200 radio stations of six nations participated.

A WIDE variety of subjects, ranging from Communism and the business depression to intercollegiate athletics, are offered at 1 p.m. each Monday, Wednesday and Friday by members of the faculty of the University of Georgia over WSB, Atlanta. The lectures continue until Jan. 1.

LOS ANGELES' far-famed Breakfast Club is permanently connected with KFWB, Hollywood, for the weekly meetings and special occasions. More celebrities have been presented before its microphone than that of any other Pacific Coast organization.

"Acqua Cheta" May Go Over Network

Stone, N.Y. Producer, Obtains Contract from G. Ricordi

THE MUSIC publishing house, G. Ricordi & Co. of Rome, which controls thousands of musical compositions, including the Puccini grand operas, has long held aloof to the call of the broadcasters eager to put the numerous Italian, Spanish and French selections on the air. Several years ago the sponsor of an American program contracted for rights to broadcast the Puccini operas at what was reported to be a very high price.

Ralph W. Stone, New York producer, walked into the National Broadcasting Company a few days ago to show a contract with Ricordi, which he asserts gives him the rights to the operetta "Acqua Cheta" for stage sound motion pictures and radio performances. He is now negotiating with NBC and has conferred with the officials at the Columbia Broadcasting System relative to releasing this music for the microphone.

An orchestra is being organized for the stage presentation and tour of "Acqua Cheta," and if the negotiations now underway succeed it will be broadcast. Mr. Stone, who has conducted a number of orchestras in Broadway successes, contends that this operetta is ideal for broadcasting. If it is done satisfactorily on the air, he believes that through his contract with Ricordi other light operas, of which he estimates there are about 40,000, may be heard on the radio in the United States.

"Our aim is to advance musical stage plays of foreign origin granting the foreign rights to production and presentation of certain successes, past and present," said Mr. Stone. "Our plans for an early presentation of 'Acqua Cheta' by Pietri and Novelli as a first venture are well under way. It is our intention to place these operettas in the key cities of the east following their initial showing in New York. Negotiations are progressing to carry these foreign presentations further, to include the sound picture and radio field.

"This, we feel, is an important step and one of interest to radio listeners because Ricordi controls 90 per cent of the Italian music. Our contract does not cover the Puccini operas or other Italian grand operas. It is associated with music of a lighter vein such as the operettas."

Log Changes Available

CORRECTIONS and changes in the list of broadcasting stations in the United States as of Dec. 1 have been made public by the Federal Radio Commission. The list details 37 changes in designations, 16 of which result from the recent high power grants. Deletions, additions, changes in call letters and changes in assignments which have occurred since the last addenda sheet was published on Nov. 2 also are enumerated. Copies of the new addenda sheet, may be procured from the Commission by writing for Mimeograph No. 5814.

XUM

Dr. Jolliffe Explains Allocation Standards Used by Commission

Radio Body's Annual Report Shows Applicants How to Determine Engineering Requisites

Dr. Jolliffe

WHYS AND wherefores of the Federal Radio Commission's engineering methods of broadcast allocations, which have been something of an enigma to the industry, are defined for the first time in the annual report of the Commission, just made available.

"Empirical standards for broadcast allocation" is the way Dr. C. B. Jolliffe, chief engineer, describes the analysis. It embraces the day and night mileage separations adopted as standard by the Commission, as well as all other available engineering data regarded as authentic. The material was compiled by Andrew D. Ring, senior engineer of the Broadcast Section, whose duties include the presentation of engineering testimony at hearings on broadcasting applications.

Together with tables, charts and graphs, the analysis sets forth the "engineering yardstick" applied by the Commission to all broadcast applications raising engineering questions, Dr. Jolliffe said. He pointed out that practically all broadcasting application denials are based on engineering questions, yet very few applicants actually know that there are engineering objections at the time they tender their requests.

"By following the empirical standards, station engineers and other prospective applicants should be enabled to determine in advance exactly what the engineering requisites are and thereby should eliminate much lost motion and expense," Dr. Jolliffe asserted. "These standards answer the hundreds of engineering questions put to the Engineering Division by interested parties."

Moreover, declared the chief engineer, the standards set forth exactly what the Commission expects in the technical performance of stations. The yardstick gives the basis for determining just how the service of any given station measures up to the specifications set out in the rules and regulations.

New Standards

TO INSURE uniformity, it is brought out, it has been necessary to adopt many empirical standards of reception, interference, service area and the like that have not previously been published. In developing these standards, all sources of information now available have been used, and as more and more technical broadcast data are obtained these standards will necessarily change. Since many of the standards are also based on present day average receiving sets, average standards of listeners, present design of antennas, etc., they will be changed as the art progresses.

The standards are based and averaged upon data obtained through evidence given at hearings by expert radio engineers; the experience of Commission engineers based upon personal experiences and observations in the field and on studies of reports and publications on the subject; averages of hundreds of field intensity measurements made by the Radio Division, Commerce Department; a study of interference reports made by the Radio Division; several complete surveys made of individual stations by Radio Division and other engineers with respect to service areas and interference; various published formulas on transmission; and the known characteristics of receiving sets.

The problem most difficult to solve and at the same time the most important to consider with respect to service on a channel on which more than one station operates simultaneously at night is the "nuisance area" or interference range, the report states. The standards define this area as one over which interference may be caused to reception of other stations on the same frequency. A 1 kw. station has an average good service radius of approximately 40 miles and a nuisance radius of about 1,000 miles. A 1 kw. station located less than 1,000 miles from a second 1 kw. station will have mutual interference that will limit the good service radius to less than 40 miles.

Interference to reception is defined as any spurious or extraneous sound accompanying reception, but as used in connection with the standards it refers to objectionable sounds present over 10 per cent of the time. Thus the good service area is defined as that in which satisfactory reception free from interference is obtained at least 90 per cent of the time.

Classes of Service

WITH respect to field intensities, the standards set forth that for good service, depending upon the noise level of the area to be served, such intensities are divided into three classes. In a business city, the signal should be 10 millivolts per meter, in a residential city, 2 millivolts per meter; and in rural areas, 0.5 millivolts per meter. For fair service, the signal is one-half of these values, and for poor service one-fourth. The figures were said to be subject to change if the noise level is unusual or fading is experienced.

The study also defines standards governing average distances over which stations of various powers can be expected to give service, with the stations classified in the various categories of service. Geographical separation standards for stations on adjacent frequencies are defined in detail, as are the mileage separations, both day and night between stations on the same adjacent frequencies.

A study of characteristics of many receiving sets reveals that the ratio necessary to prevent interference varies widely with different sets. The limit of common commercial broadcast receivers was found to lie within the ratios of 1 to 10 and 10 to 1. Old receivers with tubes of impaired emission, changed tuning, etc., will undoubtedly be less selective than the new receivers studied. Many reports received from listeners complaining of cross-talk which have been investigated disclosed that the separation is often greater than called for in the standards.

It is recognized that absorption and other physical conditions vary widely throughout the country and that the tables may be conservative for certain areas, while in others, they give unnecessary protection from interference. This is taken into consideration in studying individual cases.

The detailed analysis of the empirical standards, together with the graphs and charts, are all contained in the Commission's annual report, which may be procured from the Government Printing Office, Washington, for 15 cents.

Radio Service Men Form an Institute

Larger Audience Predicted as Chicago Movement Spreads

LARGER audiences for broadcasting stations will result from the operation of the Institute of Radio Service Men, organized last summer with headquarters at 720 South Dearborn St., Chicago, according to Ken Hathaway, formerly technical editor of the Chicago Daily News. The purpose of the organization, said to be international in scope, is to provide a technical headquarters for radio service men as the Institute of Radio Engineers does for engineers.

"While broadcasters have provided consistently high grade transmission, the number of listeners is below what it should be, principally because with the rapid expansion of the radio industry the importance of the service branch has been overlooked," Mr. Hathaway said.

The institute is the outgrowth of a successful experiment conducted last winter in Chicago, Mr. Hathaway explained. Some 330 radio service men met twice monthly to discuss mutual problems of their vocation. One of the principal topics was "What a Service Man Should Know About Broadcasting."

Similar programs have been started this winter in Chicago and New York, and other cities are to be added as the interest and gathering of radio service men warrants.

Back on the Air

WJBL, Decatur, Ill., whose transmitter was destroyed by fire Nov. 20, has rebuilt the station with composite equipment and was scheduled to be back on the air Dec. 10.

WWV to Broadcast Frequency Signals

Transmitters and Receivers Can be Checked Shortly

A NEW SCHEDULE of standard frequency radio signals will eminate from WWV, of the U. S. Bureau of Standards in Washington, covering January, February and March transmissions for use of all kinds of radio stations in adjusting transmitters to exact frequency and by the public in calibrating receiving apparatus, according to announcement by the Bureau. All transmissions are on 5,000 kilocycles and can be heard and utilized by stations equipped for continuous-wave reception within range of WWV.

The accuracy of the transmitted frequency is at all times better than one part in 1,000,000. Signals are by radiotelegraphy. They will be given continuously from 2 to 4 p. m., and from 8 to 10 p. m., EST, every Tuesday. The dates are Jan. 5, 12, 19 and 26; Feb. 2, 9, 16 and 23; and March 1, 8, 15, 22 and 29.

The transmissions will consist mainly of continuous, unkeyed carrier frequency, giving a continuous whistle in the phones when received with an oscillatory receiving set. The first five minutes of the transmission will consist of the general call (CQD-WWV) and announcement of the frequency. The frequency and the call letters of the WWV are to be given every 10 minutes thereafter.

Information on how to receive and utilize the signals may be obtained by addressing a request to the Bureau of Standards, Washington, D. C. From the 5,000 kilocycles any apparatus may be given as complete a frequency calibration as desired by the method of harmonics.

A statement from the Bureau says that it "is desirous of receiving reports on these transmissions, especially because radio transmission phenomena change with the season of the year. The data desired are approximate field intensity, fading and the suitability of the transmissions for frequency measurements. It is suggested that in reporting upon field intensities for these transmissions, the following designations be used where field intensity measurement apparatus is not at hand; (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as whether slow of rapid and time between peaks or signal intensity. Statements as to type of receiving set used in reporting on the transmissions and the type of antenna used are likewise desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control."

THE INSTITUTE of Wireless Technology moved to more commodious quarters at 72 Oxford Street, London, on Dec. 1.

Drastic Commission Rules Revisions

(*Continued from page 6*)

the Commission, provided all parties who participated in the original hearing are notified of the request. The Commission, in its discretion, may fix a time for such argument to be heard, or it may consider and decide the matter without argument.

As to quotas of facilities and the unit values of stations, the Commission retains the same base set forth in General Order 92. Certain minor modifications in unit values of stations in the lower and more complex categories, such as stations operating the equivalent of one, two or three nights a week with varying powers, are effected. In every instance these revisions are upward by fractions of a unit.

The terms of General Order 105, defining the broadcast day, which require minimum operation of 12 hours for an unlimited-time station, are modified. Instead of specifying 12 hours, and instead of applying only to full-time stations, the amended regulation affects half-time and other classes of stations, specifying that a station shall maintain a "minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day," Sundays excluded.

"If the minimum operating schedule herein required is not adhered to," states the regulation, "the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours."

Provisions for the maintenance of program and operating logs by all broadcast stations, incorporated in General Order 106, are relaxed considerably by the Commission to relieve some of the hardship on small broadcasters. Complaint against the original provisions was made formally by the NAB.

For the guidance of limited time and daylight stations, the Commission promulgates in its rules and regulations, the average time of sunset for each month at various points throughout the country.

Television Regulations:

OUTSIDE the broadcast band the Commission has effected a widespread reallocation of frequencies to conform with the one-tenth per cent separation recommended in 1929 at the meeting of the C. C. I. R. at The Hague. Of particular interest and importance to broadcasters is the designation of 1550 kc., just outside the broadcast range, as the visual broadcast sound-track. The theory is that the conventional sound receiver will pick up 1550 kc. and that the use of this frequency for sound, in conjunction with a television receiver, will obviate the need of a short-wave set for sound-track pick-up. Heretofore 1604 kc. was designated as the sound track.

In addition the experimental television band from 1600 to 1700 kc. is established, in lieu of the 2850 to 2950 kc. band, the former band having heretofore been assigned to aviation. The exchange was made by mutual consent of the aviation and experimental television licensees in the interest of both groups.

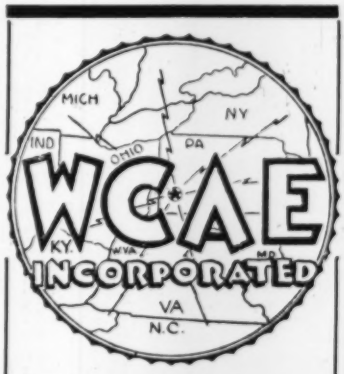
General Order 56, relating to visual broadcasting regulations, promulgated in 1929, was deleted by the Commission, and the following provisions were inserted in the regulations:

"Each applicant for experimental visual broadcast station permit will be required to show that he has a program of development outlined that promises to lead to improvement in the visual broadcast art and has the finances and facilities to carry out the proposed program.

"The licensee of an experimental visual broadcast station shall not permit the transmission of programs involving advertising features. This regulation, however, shall not be construed to prevent the transmission of a visual broadcast program simultaneously with a regular broadcast station program having commercial aspects, provided that commercial announcements, either oral or visual, shall not be made on the visual broadcast frequency. In all such simultaneous transmissions from a broadcast station in the band 550 to 1500 kc. and from a visual broadcast station in the band assigned to visual broadcasting, the regular broadcast station shall make the regular commercial announcements only on the broadcast frequency. Both stations shall make the announcements of call letters for both the broadcast station and the visual broadcast station on their respective frequencies; provided that when commercial announcements are made on the broadcast frequency, and the use of the visual broadcast frequency is referred to, the following form of announcement only shall be used:

"This program is being broadcast by television over station ..... on the frequency of ..... kilocycles. These visual broadcast transmissions are experimental."

In its annual report to Congress, the Commission covered in minute detail the activities and developments in all aspects of radio during the 1931 fiscal year, which ended last June 30. High tribute to broadcasters for their achievements and cooperative spirit was paid by Maj. Gen. Charles McK. Saltzman, chairman, on behalf of the Commission.



Pittsburgh, Pa.

The past year, he said, has seen almost a complete revolution in the type of equipment used in broadcasting stations. He pointed out that by the terms of General Order 111 all stations were required to have equipment which was capable of more than 75 per cent modulation.

"Such equipment results in the approach to an equalization between the service area and the nuisance area of a broadcasting station, thus extending materially the service area for most stations," he continued. "In many cases the changes in equipment which were necessary to meet the requirements of this general order likewise resulted in improved quality of transmission. In less than a year all stations were brought to the high level of service of which only a few stations boasted at the beginning of the year. The broadcasting stations of this country should be congratulated upon their willing cooperation in bringing this condition about."

Annual Report:

IN THE field of visual broadcasting General Saltzman said that rapid strides have been made, but as yet the Commission has not recognized commercial television.

"There has been a great improvement in the quality of images transmitted and in the amount of detail which it is possible to transmit," he stated. "However, the present number of visual broadcasting frequencies present a severe limitation on the number of stations which may be operated without interference and on the character of the image which can be transmitted. The Commission has therefore encouraged the investigation of the use of frequencies above 30,000 kc. for the purpose of visual broadcasting."

Other technical improvements in broadcast transmission are in view, General Saltzman declared, by virtue of advances in frequency control. The remainder of his report dealing with broadcasting is as follows:

"In addition to the improvements in the equipment which gave more complete coverage for the stations, General Order No. 105 required that all full-time stations use the time assigned to them. Thus, full use is made of all the broadcast assignments.

"The development of broadcast transmitters, and particularly the frequency control of such transmitters, has been very rapid. At an informal hearing held April 20, 1931, the radio broadcasting industry unanimously agreed that much stricter frequency maintenance is possible in the operation of broadcast transmitters. It was developed that a ±50-cycle tolerance could be met by modern broadcast equipment, and that if stations maintain their frequency within ±50 cycles per second there would be a large decrease in the amount of heterodyne interference. The Commission, therefore, by General Order No. 116, promulgated on June 22, 1931, required that installations thereafter made must be capable of maintaining the frequency of the station within ±50 cycles, and that within one year

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all broadcasting stations must be brought within that degree of efficiency.

"The interference caused by harmonics of one class of stations to another class is extremely disturbing to all classes of radio communication. While in the design of broadcast transmitters manufacturers have made an attempt to keep harmonics to a minimum, there have been some cases of broadcasting stations causing interference to communications carried on the higher frequencies. Each case which has been brought to the attention of the Commission has been handled individually, and the broadcasting stations have in every case cooperated to reduce the interference. The continual improvements which have been made in broadcast transmitters have assisted materially in the solution of this problem.

"The Commission has on many occasions authorized the use of low-power transmitters for picking up, directly for rebroadcast purposes, events of national interest at points where wire lines were not available. This has made possible the description of many events which would not be available without such equipment.

"During the year 11 new broadcasting stations were authorized, while 20 were deleted from the active records. Of the 20 deleted, 5 were consolidated with other stations, 2 were consolidated into 1 new station, 2 voluntarily relinquished their licenses, 1 which had been inactive since 1928 was dropped, and 10 were denied the renewal of their licenses."

Activities Numerous:

JAMES W. BALDWIN, secretary, declared in his report that the 1931 fiscal year was a "busy one." More than 30,000 formal matters requiring commission action were handled. The Commission held 176 formal meetings, and sat en banc to hear oral arguments in 27 cases, revocation proceedings in two cases, and the important proceedings involving possible revocation of the more than 1,400 licenses held by subsidiaries of the Radio Corporation of America as a result of the determination by the Federal Courts that the parent company had violated the Clayton law in the "Clause 9" tube litigation.

The Commission granted 27,747 applications and denied 584, Mr. Baldwin said. There were handed down 203 decisions in docket cases, of which 132 were denied, 58 were granted, 6 were granted in part, and 7 were dismissed. For the 1931 fiscal year $450,000 was appropriated, of which $44,179.94 was disbursed.

Detailing activities of the License Division, George S. Smith, chief, said that the Broadcast Section alone received 3,784 applications during the fiscal year, or approximately equal the number received during the preceding twelve months. There were prepared and issued 3,233 instruments of authority, as compared with 3,345 during 1930.

Twenty broadcasting stations were deleted from the active records, five being consolidated with other licensed stations and two being merged into one new station. Eleven new stations were authorized to be constructed, Mr. Smith said, making a total of 612 authorized stations, as compared with 621 for the previous year.

Dr. C. B. Jolliffe, chief engineer, submitted a comprehensive report outlining the brisk activity of his division during the fiscal year. Among other things, he brought out that as of June 30, 1931, there were only 420 stations operating simultaneously during evening hours, whereas, when the Commission took over radio regulation in 1927 during the period of chaos, there were more than 700 stations on the air operating indiscriminately.

The engineering division report was divided into four sections. V. Ford Greaves, chief of the Broadcast Section and assistant chief engineer, discussed in detail the method of evaluating broadcast facilities, new empirical standards used as the basis for engineering testimony in hearings concerning broadcast stations prepared by Andrew D. Ring, broadcast engineer, synchronization, laboratory developments, and related subjects.

Experiments are being made with antenna structures to reduce the power radiated in the sky wave, he said. "The results reported on these structures, in the broadcast band, are not as yet very promising."

With respect to synchronization, Mr. Greaves said that three experimental operations and one regular operation are authorized during regular program hours. Three distinct methods are employed. He said, however, that while all these experiments are being observed very carefully, "as yet no general conclusions can be drawn."

"The reason for synchronizing broadcast stations is to make it possible to give a better class of service to a larger number of listeners and thus make more complete use of all broadcast frequencies," Mr. Greaves declared. "The experiments which are being carried out are demonstrating the advantages and disadvantages of the synchronization of broadcast stations and are yielding very valuable data, which will make possible the determination of the value of such operation."

Experiments Promising:

E. K. JETT, assistant chief engineer in charge of the Commercial Communications Section, outlined the scope of activity in fields other than broadcasting during the fiscal year. Discussing experimental television, he said preliminary reports indicate the use of the ultra high frequencies "show great possibilities and many transmissions are being observed."

"In view of the possibility of visual broadcast requiring very wide frequency bands," he said, "no limitation has been put on the band widths to be used in the very high frequencies. Licenses in these bands are authorized for the present to use as great a portion of the band as is necessary in order to transmit the best picture possible."

With respect to experimental relay broadcasting service, Lieut. Jett said there has been no material increase in the number of licensees for this type of service. A number of stations, however, have been granted increased power in order to make possible a more satisfactory and reliable service.

Activities in international communications, notably their regulation, were discussed by Gerald C. Gross, chief of the International and Indepartmental Relations Sections. While he stressed the importance of the International Radio Conference, to be held at Madrid in September, 1932, Mr. Gross did not mention the determined movement abroad for the widening of the broadcast band into the long waves below 550 kc., as a means of relieving congestion This important subject is certain to be raised, but the United States, as yet, has not announced what position it will take on the matter.

Radio law was written during the fiscal year by the courts, Col. Thad H. Brown, general counsel, declared in his report. He alluded particularly to the case of Dr. Brinkley, whose station KFKB, Milford, Kans., was deleted because his programs were held to be "inimical to the public health and safety," as which in which fundamental radio law was written. This precedent since has been cited by the Commission in deleting several other stations.

In all, the legal division had a "strenuous year," Col. Brown declared. Work was coordinated so that separate sections handled court cases, hearings before the Commission, and investigation and prosecution of unlicensed stations or those under observation for violation of regulations.

Much Litigation:

REVIEWING litigation, Col. Brown said that of the 31 cases pending June 30, 1930, 13 were finally decided by the courts; opinions and interlocutory orders were handed down in 7; 9 were dismissed by the courts or by the complaining parties and 2 were pending when the fiscal year closed. During the fiscal year, 25 new cases were filed and the Commission appealed one case to the Court of Appeals of the District of Columbia.

Of the 25 new cases, two were decided; ten were dismissed prior to or following preliminary hearing, and 14 were pending when the fiscal year ended. The total number of cases pending on July 1, 1931, was therefore 22, as compared with 31 at the same time last year.

During the fiscal year examiners for the Commission heard a total of 317 cases, Ellis A. Yost, chief examiner, declared in the report of the Examiners' Division. Of this number, 260 were reported to the Commission when the fiscal year ended and 57 remained unreported.

Although the radio act authorized the Commission to appoint examiners upon its inception in 1927, no such appointments were actually made prior to June 30, 1930, Mr. Yost explained. Effective Sept. 1, 1930, however, provision was made for the appointment of examiners and their conduct of hearings. Then the examiners were a part of the Legal Division, but the Commission on Dec. 19, 1930, created a separate examiners division, of which the chief examiner was made head.

Baird Tells Visual Plans for WMCA

PLANS for the installation in this country of the television system evolved by John L. Baird, British inventor, were outlined before the Federal Radio Commission by the inventor himself at a hearing Dec. 1 on the application of the Knickerbocker Broadcasting Co., operating WMCA, New York, for visual broadcasting facilities.

Mr. Baird said that as a British subject, he was not privileged to hold a radio license in this country. He said, however, that he would supervise the installation of the apparatus for WMCA and direct the experimental operation. Power of 1,000 watts in the 2850-2950 kc. band is sought.

Radio Pictures, of which John V. L. Hogan, New York engineer and inventor, is head, is assigned to this same band, and, through Louis G. Caldwell, counsel, objected to granting the WMCA application on the ground that the former's experiments in the same band would be seriously curtailed since a division of time would result from the WMCA assignment.

Commission examiners also heard during the week of Dec. 1, arguments in behalf of WJR, Detroit, and WGAR, Cleveland, for authority to use the ultra-high frequency bands in television experiments. WJR also sought authority to use the continental band of 2000-2100 kc., 500 watts, during limited hours. An application by the Detroit News, operating WWJ, for a set of continental and ultra-high frequencies to be used with 1,000 watts was denied by the Commission because of failure of the applicant to enter an appearance at the scheduled hearing.

Policy on Mexican Stations Is Urged

THE URGENT need for adoption of a definite policy by the United States government with respect to the use of broadcast frequencies by stations under construction in Mexico was expressed by Louis G. Caldwell, former general counsel of the Federal Radio Commission, at a meeting of the American Section, International Committee on Radio, in Washington Nov. 30. Mr. Caldwell said conditions are becoming serious and that unless steps are taken for the orderly use of these wave lengths a situation may develop that will be most detrimental to domestic stations.

The session was attended by officials of the Commission, State Department, Army and Navy, as well as by lawyers, engineers and others prominent in Washington's radio affairs. Senator Wallace H. White, Jr., Republican, of Maine, president of the section presided. Irvin Stewart, of the Treaty Division of the State Department, outlined plans for the forthcoming International Radiotelegraph Conference at Madrid, and A. L. Ashby, vice president and general attorney of NBC, discussed certain aspects of the radio rate regulation case pending before the Interstate Commerce Commission.

Counsel Asks Writ Of Supreme Court In Shuler Appeal

Freedom of Speech, Censorship and Property Issues Up

Louis G. Caldwell

FREEDOM of speech on the air, censorship of programs and property rights of stations were the issues carried to the Supreme Court of the United States Dec. 8 by Louis G. Caldwell, counsel for KGEF, Los Angeles, which was deleted by the Federal Radio Commission last month because of the broadcasts of the Rev. Robert P. Shuler.

On behalf of the Trinity Methodist Church, South, licensee of the former station, Mr. Caldwell asked for a writ of certiorari, even though the lower courts have not finally adjudicated the case. He petitioned the Supreme Court to reverse the order of the Court of Appeals of the District of Columbia, denying his request for a stay order, so that KGEF might return to the air during the litigation.

It is the first case in which the practical issue of freedom of speech on the air has been raised. Although the Commission has chosen to ignore the free speech issue, Mr. Caldwell has made it the primary basis for his appeals and for that reason has attempted the short-cut to the Supreme Court. Usually an appeal to the Supreme Court is not construed proper until the lower court has finally decided the issue against the appellant. In this case, however, Mr. Caldwell feels that the denial of injunctive relief by the Court of Appeals is sufficient grounds upon which to base a petition for review. While the procedure is unusual, it is not unprecedented.

Constitution Cited

THE COMMISSION'S deletion of KGEF as well as the refusal of the appeals' court to grant a stay order were cited by Mr. Caldwell as transgressions of the constitutional guarantees of free speech and compensation and due process of law before deprivation of property. He declared the investment in KGEF was $43,250.

Mr. Caldwell inferred that the Shuler case was analogous to the Minnesota gag law case decided by the Supreme Court last June, in favor of the freedom of the press. He contended that the Court of Appeals did not give proper effect to this decision of the Supreme Court by extending the principles there expounded to broadcasting.

In its decision the Commission charged Shuler with having incited "religious strife and antagonism." His programs were termed "undesirable and obnoxious to the listening public." In his original appeal to the lower court, filed Nov. 30, Mr. Caldwell said this decision was a "direct and unmistakable challenge to the right of free speech" and declared that certain "implications" in the Commission's decision as to Shuler were misleading. The court, however, did not grant the stay order. It was the duty of the Court of Appeals, Mr. Caldwell contended, to grant the stay order because of the "undisputed showing of certain and irreparable injury to the station."

Defines License

"A LICENSE to operate a broadcasting station," he stated, "is not a mere privilege subject to defeasance at the whim of the Federal Radio Commission." "A licensee has a continuing right to renewal subject only to final determination, after due notice and hearing upon issues duly defined, that further operation of the station will not meet the statutory standard of public interest, convenience or necessity."

Mr. Caldwell held that the adverse decision not only has silenced KGEF, but has made it impossible for any other station in the country to broadcast the utterances of Dr. Shuler without exposing itself to the penalty of losing its license.

He delves into past jurisprudence on the subjects of freedom of speech and property rights. He concludes that the Shuler case is one calling for the exercise by the Supreme Court of its supervisory powers "in order that the Court of Appeals of the District of Columbia may be required to grant petitioner's petition for stay order, and that to such an end a writ of certiorari should be granted and this court should review the decision of said Court of Appeals and finally reverse it."

Whether the court grants the petition is decidedly conjectural. Should it decide negatively, however, it is presumed that Shuler's rights to appeal at a later date, in the event the lower court sustains the Commission, would not be prejudiced.

Radio and Weather

PERSONS who insist that radio affects the weather are all wet, in the opinions of W. J. Humphreys, chief of the meterological physics division of the Weather Bureau, and C. W. Horn, general engineer of NBC. Despite frequent denials, however, letters of complaints continue to reach radio stations and newspapers. The most exhaustive research has failed to reveal any basis for the superstition that an intense drought or excessive rains can be blamed on radio. Someone recently even appealed to the League of Nations to order all European broadcasting stations to get off the air for five or six weeks in order to end the wet weather.

WWVA Is Moving

AUTHORITY has been granted by the Federal Radio Commission to WWVA, Wheeling, W. Va., to change its equipment and move its transmitter eight miles northwest of Wheeling as well as to move its studios locally in Wheeling.

Jurisdiction Issue of I. C. C. Rate Case

Examiner Holds N.Y. Hearing To Question of Authority

WITH arguments restricted to the question of jurisdiction rather than to the facts involved, the Interstate Commerce Commission for the first time is considering the scope of its authority, if any, over the broadcast advertising rate structure. Formal hearings arising from the complaint of the Sta-Shine Products Co., Inc., of New York City, described as a manufacturer of auto and shoe polishes, against the National Broadcasting Company and WGBB, Freeport, N. Y., were begun in New York City on Dec. 14 before an I. C. C. examiner, just as this issue of BROADCASTING went to press. (I. C. C. Docket No. 24738.)

The Commission first must determine whether the Interstate Commerce Act gives it authority to regulate advertising rates of stations and to evaluate broadcast properties as the basis for such rates. The defendants in their answers to the complaint contended, among other things, that they are not common carriers engaged in the transmission by wire or wireless or any other business subject to the provisions of the Interstate Commerce Act.

The suggestion made by A. L. Ashby, vice president and general attorney of NBC, and Frederick H. Wood, counsel for NBC, that the Dec. 14 hearing be confined to the jurisdiction question has been approved by Ulysses Butler, chief examiner of the I. C. C. In a letter to the interested parties on Nov. 28, Mr. Butler said there appeared to be merit in the defendant's suggestion.

"In the circumstances," the letter stated, "the evidence at the hearing on Dec. 14 will be limited to facts bearing upon the jurisdictional question, leaving the question of reasonableness, and otherwise lawfulness of the rates, charges, rules and regulations and practices, for further hearing after the determination of the jurisdictional question."

Very little is known about the Sta-Shine Company. Although legally incorporated, there has been no showing that it has any particular standing in the auto or shoe polish fields. Ernie Adamson, of New York, is the counsel.

The complaint, originally filed Sept. 19 but subsequently amended, alleged that the NBC and the Freeport station charged "exorbitant" rates for time on the air. It alleged further that the NBC had refused to furnish facilities and the I. C. C. has the authority to fix and regulate rates. NBC and the Freeport station, it was charged, had failed to file schedules of tariffs as required by the law of all "common carriers."

The I. C. C. never before has formally considered whether it has jurisdiction over radio. While the commission has had occasion in the past to give cursory thought to the matter, no formal complaint, such as that of the New York company, has been filed previously. Commissioner Joseph B. Eastman has expressed a personal view that the I. C. C. does not have the authority to regulate broadcasting rates in any fashion.

The Sta-Shine company, on Dec. 5, filed with the I. C. C. an amended complaint in the case, in which it alleged, among other things, that the NBC not only is a corporation engaged in the transmission of intelligence for hire by wireless, but also by wire. Specifically cited were the wire lines maintained between stations of the network and the arrangements with the A. T. & T. for the use of such wires.

The new allegations in the amended complaint are as follows:

"Defendant has failed and refused to furnish facilities for sending complainant's messages at night, although other persons are provided with facilities denied to complainant.

"Complainant alleges upon information and belief that defendant National Broadcasting Company is also engaged in the transmission of intelligence for hire by wire in interstate commerce in that its several wireless or radio stations located in different states are connected by wires over which the said intelligence is transmitted.

"Complainant alleges upon information and belief that defendant National Broadcasting Company has entered into an arrangement with certain telephone companies for the use of the wires above mentioned and also for the establishing of a through route for the handling of the traffic in intelligence collectively called messages.

"Complainant alleges that no contracts or written documents have been filed with the Interstate Commerce Commission by defendant National Broadcasting Company as required by law showing what arrangements exist between the telephone companies and defendant for having handled the said traffic, all in violation of the act."

KOMO Objects

OBJECTION to the report of Secretary of the Interior Wilbur's Advisory Committee on Radio, in which the statement is made that KOMO, Seattle, has shown "no feeling of responsibility for starting school programs on time," is made by the management of KOMO which offers letters from educators in charge of its educational programs and also the evidence of its station log to refute the charge.

Bakery Sponsors Civic Events, Cuts Advertising

INSTITUTIONAL advertising on the air without any commercial copy has proved effective for the Bricker Baking Co., of Lancaster, Pa., using WGAL, of that city. Adopting a policy of sponsoring all important civic events, the company makes only the announcement: "This program comes to you through the courtesy of the Bricker Baking Company—just another one of their services to the community." The company also sponsors a five-minute talk every morning in which persons of prominence in the community are invited to participate.

XUM

Denial of Booster To CBS Explained

Ultimate Quota Increase Held Obstacle by Commission

REASONS for its denial, by three to two vote, of the CBS application for an experimental booster station in Washington to be linked with WABC, New York key, were set forth by the Federal Radio Commission in its formal statement of facts made public Dec. 4. The statement represented the views of Chairman Saltzman, Vice Chairman Sykes and Commissioner Starbuck, Commissioners Robinson and Lafount having dissented.

The Commission held that granting of the application would not increase the quotas for either New York or the District of Columbia, since radio facilities employed in experimental use are not so chargeable. It said, however, that should the proposed operation demonstrate the practicability of employing synchronized boosters, it would be necessary either to discontinue the operation, under the quota regulations, or to authorize the operation regularly.

The grounds for decision were enumerated by the Commission as follows:

"1. Washington, D. C., and surrounding area, now receive good radio broadcasting service from a number of existing stations. The programs now received include many of the same chain programs which are proposed to be offered by the applicant in this same area, and there does not appear to be a need in that area for additional radio service.

"2. The operation of the proposed station would deprive those persons residing in an area of 3,000 square miles near Washington of the service now received from WABC during evening hours. Although this present service from WABC in that area is not entirely satisfactory, the signal being subject to fading, it does not appear in this record that more satisfactory service is rendered throughout this area by any other existing radio broadcasting stations.

"3. Although the authorization requested is for experimental purposes, it appears from this record that the proposed project is contemplated by the applicant as an experiment only insofar as it would demonstrate the practicability of the intended synchronous operation of two broadcasting stations. The evidence adduced in this record clearly indicates that the entire plan is regarded by the applicant as a commercial enterprise and business expedient. The granting of an experimental authorization for the construction of a radio station to be operated as a purely commercial venture would be inconsistent with the proper application of the standard of public interest, convenience and/or necessity.

"4. In the event the proposed project were authorized and the operation proved practical it would be necessary to authorize any subsequent operation upon a regular basis as distinguished from an experimental basis, and such procedure would involve an increase in the radio broadcasting facilities of either the District of Columbia (in the event the main studio of the proposed station were located therein) or the state of New York. In either case the granting of such authority would violate the provisions of Section 9 of the Radio Act of 1927, as amended by the act approved March 28, 1928, in that the state of New York or the District of Columbia would be assigned more than their respective quotas of radio broadcasting facilities. No showing whatever is made in this record which would permit of an order requiring the forfeiture of any existing radio facilities.

"5. Station WABC, New York City, is now licensed for the use of 25 kw. regular and 25 kw. experimental power. Should the requested facilities be considered as an addition to WABC the granting of this application on an experimental basis would increase the assigned experimental power of that station by 250 watts. If granted on a regular basis the assigned regular power of WABC would be increased by 250 watts. In either case a violation of General Order 42 would result in that WABC would then be assigned in excess of 25 kw. regular and 25 kw. experimental power."

Burning Anything?

"THIS IS KQV, in Pittsburgh. Are you burning anything?" Thus does Fullerton T. McClough, KQV announcer, greet his audience in the "Blue Chasers" program every morning at 11:15. At every opportunity during the one-hour program, he reiterates the statement. The idea was born from a mass of mail suggesting that the radio would be a good medium to remind housewives of this frequent lapse. Another radio station has its announcers make the frequent statement: "Think of your neighbors. Turn down the set. The other fellow will appreciate your kindness."

Radio Commission Budget is $431,360

AN APPROPRIATION of $431,360 for the Federal Radio Commission to defray its estimated operating expenses for the fiscal year 1933, which begins next July 1, was recommended by President Hoover in his annual budget message to Congress, made public Dec. 9. While the figure shows a decrease of $34,020 compared with the current fiscal appropriation, it actually is an increase of $11,165 over that appropriation because of the rent item for Commission offices.

The President explained that the 1932 appropriation of $465,380 included an item of $45,185 for rental of quarters. This, however, is omitted in the 1933 estimate and is included in the estimate for appropriations for Public Buildings and Public Parks of the national capital, which has taken over the handling of rents for independent establishments. The increased appropriation of $11,165 would enable the Commission to add one engineer and four clerks to its personnel.

For the Radio Division of the Department of Commerce, an estimate of $508,500 is made by the President, representing a reduction of $48,200 compared with the appropriation for the current fiscal year. "Non-recurring equipment items in 1932 amounting to $17,000 and reduced needs for field personnel have permitted a reduction of $48,200 for the Radio Division," the President reported.

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WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WGAO.

For an appointment with a USG Engineer, or for further information please address the United States Gypsum Company, Dept. B-12, 300 W. Adams St., Chicago.

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IF Napoleon were to plan a radio invasion of New England HIS FIRST MOVE would be to choose the Station in that territory with the greatest

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
NOVEMBER 30 to DECEMBER 14 INCLUSIVE

Applications . . .

NOVEMBER 31

WFEA, Manchester, N. H.—Voluntary assignment of CP to New Hampshire Broadcasting Co. (Resubmitted).

WJAY, Cleveland—Modification of license to change from D to unlimited on 610 kc., 500 w. day, 250 w. LS.

KGFW, Kearney, Neb.—License to cover CP granted 10-9-31 to move from Ravenna, Neb., to Kearney, Neb.

WJBL, Decatur, Ill.—Modification of license to change from sharing with WJBC to simultaneous D operation, share with WJBC at night.

KVI, Tacoma, Wash.—Modification of license amended to request 500 w. night, 1 kw. LS, instead of 1 kw. day and night, on 570 kc.

KHJ, Los Angeles—Determine license power by direct measurement of antenna input.

Applications returned: WEVD, New York City—Move transmitter and install new equipment; WTAR-WPOR, Norfolk, Va.—Increase power to 1 kw. day, 500 w. night; WQBC, Vicksburg, Miss.—Direct measurement of antenna input; WLBC, Muncie, Ind.—Modification of license for simultaneous D operation with WJAK.

W5XA, Shreveport, La.—License covering CP for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000, 400000, 401000 and above. 100 w. Experimental service.

W6XS, Los Angeles—Modification of CP for change in apparatus, change in power to 1 kw. and extension of construction period from 1-1-32 to 6-1-32 and change in location to 1076 W. 7th St., Los Angeles.

W2XE, Wayne, N. J.—Modification of CP for change in transmitter, location and extension of completion date to 3-1-32.

DECEMBER 3

WOAX, Trenton, N. J.—Modification of CP granted 6-24-31, to extend commencement and completion dates to 12-10-31 and 1-10-32 respectively.

NEW, Monroe, La.—CP for new station on 1420 kc., amended to request simultaneous D operation with WJBO at night, facilities of KMLB and portion of WJBO's facilities.

WFDV, Rome, Ga.—Modification of license to change frequency to 1500 kc., unlimited time, amended to request facilities of WTJS and KFPL instead of WRBJ.

KARK, Little Rock, Ark.—Voluntary assignment of license to Arkansas Radio and Equipment Co.

WJBL, Decatur, Ill.—CP to rebuild transmitter which was destroyed by fire.

KOMO, Seattle—Determine license power by direct measurement of antenna input.

KXRO, Aberdeen, Wash.—CP to erect emergency transmitter to operate with 50 w. power temporarily. Station destroyed by fire 11-22-31.

DECEMBER 4

NEW, Long Island City, N. Y.—Radio Engineering Lab. Inc., asks CP for 2004-2200, 2752-2952, 23000-60000 kc., 250 w. Visual service.

W2XF, New York City—Renewal of license for 43000-46000, 48500-50300, 60000-80000 kc. Visual.

DECEMBER 5

KUT, Austin, Tex.—CP to move transmitter locally.

KXRO, Aberdeen, Wash.—License to cover CP for emergency transmitter; also CP to install a new main transmitter. Station destroyed by fire 11-22-31.

W1XG, Shortwave and Television Corp., Portable—CP for increase in power to 200 w.; visual broadcasting.

W2XCD, Passaic, N. J.—Modification of visual broadcasting license for change in frequency to 1600 to 1700 in addition to 2000-2100 kc.

W9XA, Denver—Renewal of special experimental licenses for 830 kc., 12½ w.

DECEMBER 8

WSVS, Buffalo—Install automatic frequency control.

WFOX, Brooklyn—Modify CP granted 10-2-31 as to transmitter location.

WNAC-WBIS, Boston—Determine license power by direct measurement of antenna input.

WAAB, Boston—Determine license power by direct measurement of antenna input.

KWEA, Shreveport, La.—CP amended to request authority to move station from Shreveport to Baton Rouge, La.

KGEZ, Kalispell, Mont.—Voluntary assignment of license to Donald C. Treloar.

DECEMBER 9

W2XK, New York—Renewal for 4100, 51400, 60000-400000 and above 401000 kc., 2.5 kw. Experimental television.

DECEMBER 10

WTBO, Cumberland, Md.—Modification of license to change from 1420 kc., 100 w. 250 w. LS, unlimited hours, to 590 kc. 250 w., unlimited hours.

WAAB, Boston—Modification of license to change from 500 w. to 500 w. night, 1 kw. D.

WHBC, Canton, O.—CP to make changes in equipment and to increase power from 10 to 100 w.

NEW, Center, Tex.—J. B. Sanders for CP to use 1310 kc., 100 w., share with KFPM.

NEW, Natchez, Miss.—WNAT Broadcasting Co., for CP amended to request 1500 kc. 100 w., unlimited time, facilities of KGMP.

NEW, Roseville, Cal.—CP to use 1400 kc. 30 w. D.

NEW, Gillette, Wyo.—Stewart and Sayles, for CP to use 1310 kc. 100 w., specified hours, facilities of KDYL.

KFQD, Anchorage, Alaska—License to cover CP granted 6-19-31, for change in equipment.

NEW, Roseville, Cal.—Franklin Electric, for CP to use 1410 kc. 10 w., specified hours.

KVI, Tacoma, Wash.—Install automatic frequency control.

NEW, Manhattan, Kan.—Kansas State College of Agriculture, asks CP for frequencies within television band, irregular power; visual broadcasting service.

DECEMBER 11

WCGU, Brooklyn—Modification of license to operate from 1 a.m. to 2 a.m. daily in addition to time sharing agreement.

WBBC, Brooklyn—Modification of license to operate from 12 midnight to 1 a.m. daily in addition to time sharing agreement .

NEW, Jamaica, N. Y.—Charles L. Bennett for CP to use 1210 kc. 100 w. share with WGBB, WCOH and WJBI, facilities of WMRJ.

WWSW, Pittsburgh—Voluntary assignment of license to Walker and Downing Radio Corp.

WFIW, Hopkinsville, Ky.—License to cover CP granted 8-12-31, to rebuild station.

NEW, Austin, Tex.—Q. C. Taylor for CP to use 1500 kc. 100 w., unlimited time, facilities of KUT.

WTOC, Savannah, Ga.—CP to make changes in equipment.

NEW, Springfield, Mo.—M. B. Wray and E. D. Stewart for CP to use 1500 kc. 100 w., unlimited time, facilities of KGIZ.

KGCU, Mandan, N. D.—License to cover CP granted 6-26-31, for change in frequency, power, and hours.

KPJM, Prescott, Ariz.—Install automatic frequency control.

DECEMBER 14

WOS, Jefferson, Mo.—Voluntary assignment of license to John D. Heiny.

NEW, P. L. Carriger, M. A. Carriger, E. D. Stewart and A. E. Stewart, D/B as Shreveport Broadcasting Co., Shreveport, La.—CP for new station to use 1310 kc., 100 watts, unlimited time. Facilities of stations KRMD and WTSL, Shreveport, requested.

The following applications have been returned to the applicant: WGHI, Little Rock, Ark.—For specified hours of operation (request of applicant); WDAG, Amarillo, Tex.—Increase hours of operations to unlimited time (request of applicant).

Decisions . . .

DECEMBER 1

WDEL, Wilmington, Del.—Granted CP to move transmitter and studio locally.

WRDO, Augusta, Me.—Granted modification of CP extending commencement and completion dates from July 15 to Nov. 15 and Nov. 15 to Dec. 31, 1931, respectively.

KIT, Yakima, Wash.—Granted modification of CP that the change of location indicated in CP (32 N. 3rd St.) be omitted and the present location 109 E. Yakima Ave., Yakima, Wash., be retained.

WAWZ, Zarephath, N. J.—Granted license covering changes in equipment 1350 kc., 250 w., shares with WCDA, WBNX and WMSG.

WBBL, Richmond, Va.—Granted license covering installation of new equipment, 1210 kc., 100 w., Sundays only.

WJTL, Oglethorpe University, Ga.—Granted license covering removal of transmitter from Oglethorpe University to Atlanta, 1370 kc., 100 w., unlimited.

KFSG, Los Angeles—Granted license covering changes in equipment, 1120 kc., 500 w., shares with KMCS.

WCSH, Portland, Me.—Granted authority to determine power in accordance with G.O. 115.

KFPY, Spokane, Wash.—Granted authority to determine power in accordance with G.O. 115.

KSMR, Fresno, Cal.—Granted approval of transmitter site at Elks Bldg., Bakersfield, Cal.

KFSG, Los Angeles—Granted authority to extend program test for period of 10 days.

WJAG, Norfolk, Neb.—Granted authority to operate two additional hours after sunset with 500 w. power.

NEW, Ray-O-Vision Corporation of America, Ltd., Los Angeles—Granted CP experimental service.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

W2XCZ, New York City granted renewal of special experimental license.

Set for hearing: WSYB, Rutland, Vt.—Requests CP to move transmitter outside limits of Rutland, install new equipment and change frequency from 1500 to 1340 kc., and increase power from 100 to 250 w.; NEW, Western Michigan Broadcasting Co., Muskegon, Mich.—Requests CP for 1500 kc., 100 w., share with WKBZ; NEW, Albert J. Gerardo, Sturgis, Mich.—Requests CP, 1260 kc., 15 w., 5 hours per day; NEW, T. F. Zemla, E. LeRoy Pelletier, Harold T. Couglan, Pontiac, Mich.—Requests CP, 800 kc., 500 w., D; NEW, Wharton & Cline, Joplin, Mo.—Requests CP, 1420 kc., 100 w., unlimited time (facilities of WMBH); WMIL, Brooklyn—Requests modification of licenses to change frequency from 1500 kc. to 1300 kc., and hours of operation from sharing with WWRL, WLBX and WMBQ, to sharing with WEVD, WBBR and WHAZ (facilities of WHAP); WMSG, New York City—Requests modification of license to change hours of operation from sharing with WAWZ, WBNX and WCDA to sharing with WAWZ and WBNX only (facilities of WCDA); KVL, Seattle—Requests modification of license to increase hours of operation from sharing with KFSL to unlimited.

WSJS, Winston Salem, N. C.; WSAR, Fall River, Mass.; KTAB, San Francisco; KGNO, Dodge City, Kans.; all granted renewal of license and hearing cancelled.

DECEMBER 4

WWVA, Wheeling, W. Va.—Granted CP to make changes in equipment, move transmitter to 8 miles northwest of Wheeling, and move studio locally.

WEVD, New York—Granted CP to install new equipment and change location of transmitter from Forest Hills to Brooklyn, N. Y.

KJBS, San Francisco—Granted license covering installation of new equipment, 1070 kc., 100 w., 12.01 a. m. to local sunset.

WFEA, Manchester, N. H.—Granted voluntary assignment of CP to New Hampshire Broadcasting Co.

WJAY, Cleveland—Granted authority to install automatic frequency control.

KTHS, Hot Springs National Park, Ark.—Granted authority to change frequency from 1040 to 970 kc., from 3 p. m. to 6.30 p. m., CST, on Jan. 1 in order to broadcast football game.

KRMD, Shreveport, La.—Granted authority to operate simultaneously with WTSL on afternoons of Dec. 5 and Jan. 1, in order to broadcast football games.

WJBL, Decatur, Ill.—Granted CP to rebuild transmitter which was destroyed by fire.

WJJD, Mooseheart, Ill.—Granted extension until Dec. 14 of authorization to operate until 8.30 p. m. CST.

WFBC, Knoxville, Tenn.—Granted license with the following provision: "The licensee of station WFBC will be required to share time with station WBHS if and when a license is granted authorizing station WBHS to be operated 6/7ths time on 1200 kc."

Set for hearing: NEW, Eastern Ohio Broadcasting Co., W. Philadelphia, Ohio—Requests CP for new station, 850 kc., 500 w., limited time; WCGU, Brooklyn—Requests modification of license to change frequency from 1400 to 1300 kc.; change hours of operation from sharing with WFOX, WLTH and WBBC to sharing with WHAP, WHAZ and WBBR (facilities of WEVD).

NEW, Automatic Radio Manufacturing Co., Inc., Boston—Denied CP, 35000, 1499 kc., 50 w.; also CP, frequency to be assigned, 50 watts.

NEW, The Evening News Assn., Detroit—Denied CP, 43000-46000, 2750-2850, 2850-2950 kc., 1 kw.

Applications dismissed at applicants' request: NEW, C. J. Scott, Beaver Falls, Pa.—CP, 560 kc., 25 w., unlimited: WJAS, Pittsburgh—CP, 920 kc., 1 kw., 2½ kw., LS, unlimited time; also modification of license, same frequency and power: KGIW, Trinidad, Colo.—Voluntary assignment of license to The Chieftain Printing Co.

KWKH, Shreveport, La. (Ex. Rep. 249)—Denied increase in power and change in hours of operation to unlimited: sustaining Examiner Pratt.

WWL, New Orleans, La.—Granted increase in power to 10 kw., but denied change in hours of operation, sustaining Examiner Pratt.

WKAV, Laconia, N. H. (Ex. Rep. 260)—Granted renewal of license, 1310 kc., 100 w., hours 9 a. m. to 1 p. m., and 3 p. m. to 8 p. m., sustaining Examiner Walker in part.

KFJI, Astoria, Ore. (Ex. Rep. 265)—Granted CP to move station from Astoria to Klamath Falls, Ore., and change frequency from 1370 kc. to 1210 kc., sustaining Examiner Hyde.

WOMT, Manitowoc, Wis.—Application for renewal of license withdrawn from hearing docket and regular renewal granted. (Station was cited for failure to operate 12 hours per day in accordance with G.O. 105.)

DECEMBER 8

WGN-WLIB, Chicago—Granted license covering erection of auxiliary transmitter (to be used in case of emergency only), 720 kc., 1 kw.

WRBJ, Hattierburg, Miss.—Granted extension of authority to remain off the air until Jan. 1, 1932.

WFOX, Brooklyn—Granted modification of CP to change location authorized by CP, from 58th St. and Avenue H, Brooklyn, to Lot 73½ and 74, Block 7975-A, Brooklyn.

WSM, Nashville, Tenn.—Granted extension of CP for period of 30 days.

KGFW, Kearney, Neb.—Granted permission to operate with power of 60 w. until new motor generator can be installed.

WMSG, New York—Granted authority to discontinue use of studio and transmitter located at 319 W. 49th St., New York, and to use the studio and transmitter of station WBNX; Bronx, N. Y.

WBAL, Baltimore, and WTIC, Hartford, Conn.—Granted special authorization to extend until Dec. 15, authority to operate synchronously with WEAF and WJZ.

KARK, Little Rock, Ark.—Granted license, 890 kc., 250 w., unlimited time. Also granted consent to voluntary assignment of license to Arkansas Radio and Equipment Co.

Applications denied pursuant to G.O. 93, Subtitle B, Sec. 5, and the decision of the Commission in the matter of the applications of various stations for high power: WHAM, Rochester, N. Y.; WCCO, Minneapolis; WGN-WLIB, Chicago; WTMJ, Milwaukee; KGO, San Francisco; KOA, Denver; KPO, San Francisco; all for modification of license to increase power to 50 kw.

NEW, Westmoreland Co. Radiophone Service, Greensburg, Pa.—Denied CP for new station, 810 kc., 250 w., D.

NEW, Little Rock—Edmund G. Hilger requests CP, 890 kc., 250 w., unlimited time, (facilities of KARK); set for hearing.

DECEMBER 11

WOAI, San Antonio, Tex.—Granted CP to erect auxiliary transmitter at Navarro and No. St. Mary's Sts., San Antonio, to operate on 1190 kc., 5 kw., in case of emergency only.

KUT, Austin, Tex.—Granted CP to move transmitter locally.

KXRO, Aberdeen, Wash.—Granted CP to erect emergency transmitter to be operated with 50 watts power until new transmitter can be installed.

KHJ, Los Angeles—Granted authority for direct measurement of power.

WOAX, Trenton, N. J.—Granted modification of CP to extend commencement date from 7-20-31 to 12-10-31 and extend completion date from 12-1-31 to 1-10-32.

WBZ, Boston—Granted modification of CP approving transmitter location at Millis Township and equipment to be installed at that location.

WCAU, Philadelphia—Granted modification of CP, approving site selected for new 50 kw. transmitter location.

KXRO, Aberdeen, Wash.—Granted license covering emergency transmitter, 1310 kc., 50 w., temporarily; unlimited emergency transmitter.

KFXD, Nampa, Ida.—Granted license covering installation of new equipment increase in power to 100 w. and change in name of applicant.

WBEO, Marquette, Mich.—Granted modification of license increasing hours of operation from unlimited to specified hours.

WBAL, Baltimore, and WTIC, Hartford—Granted extension to Feb. 1 of authority to synchronize with WEAF and WJZ, and application for renewal of license set for hearing Jan. 13.

WHAZ, Troy, N. Y.—Granted extension of completion date of CP to Feb. 10, 1932.

Renewal of Licenses—The following applications for renewal of licenses were granted: WIAC, Ottumwa, Ia.; WJTL, Oglethorpe, Ga.; WKBZ, Ludington, Mich.; KFXL, Galveston, Tex.; KFXD, Nampa, Ida., and KGIW, Trinidad, Col.

WSYB, Rutland, Vt.—Granted renewal of license from Jan. 1, 1932, and ending according to Special Minute No. 360, 1500 kc. 100 w., hours of operation daily except Sunday, 10 a.m. to 1 p.m., and 5 p.m. to 10 p.m.; Sundays 10 to 11 a.m.

WHDF, Calumet, Mich.—Granted renewal of license subject to the following: "This license far unlimited time is granted upon the specific representation of applicant that it is filing application to modify its license for specified hours. If said application is not filed within a reasonable time this unlimited license should not be construed as a finding by the Commission that the operation of this station is in the public interest, particularly in view of the showing in applicant's application for renewal of license that it is using less than 12 hours daily."

WFDV, Rome, Ga.—Hearing ordered on request for modification of license; application has been amended and authority is requested to change frequencies from 1310 to 1500 kc.; and specified hours, 7 a. m. to 1 p. m. and 7 p. m. to 10 p. m., EST, (now daytime station).

NEW, J. E. Wharton and M. B. Wray, Texarkana, Ark.—Hearing ordered on request for new station, 890 kc., 100 w., unlimited time (facilities of KARK, Little Rock, Ark.)

NEW, Mrs. A. J. Goiens and Carl E. Goiens, D/B as Black Hills Broadcasters, Sturgis, S. Dak.—Hearing ordered on request for CP for new station, 1200 kc., 15 w., share with WCAT, Rapid City, S. D.

WABI, Bangor, Me.—Hearing ordered on request for involuntary assignment of license to First Universalist Society of Bangor.

WASH, Grand Rapids, Mich.—Hearing ordered on request for consent to voluntary assignment of license to Kunsky-Trendle Broadcasting Corp., Detroit.

NEW, Division of Water Resources, Dept. of Public Works—Portable, within State of California during period of experimental tests. Hearing ordered on request for CP, pre-assigned experimental bands, 10 watts, unlimited time. (Commissioner Lafount voted to grant application without hearing).

WHAM, Rochester, N. Y.—Denied request for waiver of the conditions attached to its CP for installation of a 25 kw. transmitter, pending adjustment of their appeal to the Court of Appeals of the District of Columbia.

WJAC, Norfolk, Neb.—Cancelled authority to operate experimentally first two hours after local sunset at Norfolk, Neb., with 500 watts on 1060 kc., because of interference with WBAL, in Baltimore.

WNBW, Carbondale, Pa.—Granted CP to install new equipment, and set for hearing application to increase power from 10 to 100 watts.

WPCC, Chicago, Ill.—Denied application for CP, effective this date; Commission terminated license for this station on Oct. 16, 1931.

The following applications were dismissed at applicants' request: New, W. G. Jasper, Texarkana, Ark.—CP, 1420 kc., 50 watts, divide with KABC. Also CP, 1420 kc., 50 watts, divide with KFYO; NEW, W. G. Jasper, Paris, Tex.—CP, 1370 kc., 50 watts, share with KFJZ; NEW, W. G. Jasper, Muskogee, Okla.—CP, 1310 kc., 50 watts, share with KFXR; NEW, Frank Megargee, Trustee, Schuykill Broadcasting Co., Hazleton, Pa.—CP, 590 kc., 500 watts, daytime operation; WCGU, Brooklyn, N. Y.—Modification license, 1300 kc., 500 watts, to divide with WHAP, WHAZ, WNBR.

Action on examiners' reports:

NEW, William O. Ansley, Jr., Abilene, Tex. (Ex. Rep. No. 259)—Denied CP for new station to operate on 1420 kc., 100 watts, 250 w., LS, unlimited time, sustaining Examiner Hyde.

WLBZ, Bangor, Me. (Ex. Rep. No. 263—Granted application for renewal of license to operate on 620 kc., 500 watts, unlimited time, sustaining Examiner Pratt.

WTMJ, Milwaukee (Ex. Rep. No. 263)—Granted renewal of license to operate on 620 kc., 2½ kw. day, 1 kw. night, unlimited time, sustaining Examiner Pratt.

WFLA-WSUN, Clearwater, Fla. (Ex. Rep. No. 263)—Granted renewal of license to operate on 620 kc. with 500 watts day, 250 watts night, unlimited hours, sustaining Examiner Pratt in Part.

WDAE, Tampa, Fla. (Ex. Rep. No. 163)—Granted renewal of license to operate on 1220 kc., 1 kw., unlimited time, sustaining Examiner Pratt.

NEW, George G. Spratt, Coatesville, Pa. (Ex. Rep. No. 271)—Denied CP for new station to operate on 1210 kc., 100 watts, unlimited hours, sustaining Examiner Hyde.

NEW, C. F. Hardy, C. F. Johnson and M. Snavely, D/B as Denison Radio Laboratory, Denison, Tex. (Ex. Rep. No. 279)—Denied CP by default for new station to operate on 1310 kc., 15 watts, share with KFPM, sustaining Examiner Walker.

Examiner's Reports . . .

NEW, State University of Iowa, Iowa City—Examiner Pratt recommended (Report 294; Docket 1409) that application for television CP on 2000-2100 kc., 62 w., three hours daily be granted on experimental basis.

WHDH, Gloucester, Mass.—Chief Examiner Yost recommended (Report 296; Docket 1355) that application for permission to move transmitter to Saugus, 8 miles northeast of Boston, be granted.

WIOD-WMBF, Miami Beach, Fla.—Examiner Pratt recommended (Report 299; Docket 1326) that application for CP to conduct relay broadcasting to Central and South America be denied. Examiner Walker (Report 302; Docket 1258) recommended that application for authority to install new transmitter and increase power from 1 kw. to 2½ kw. D. be denied.

KGKB, Tyler, Tex.—Chief Examiner Yost recommended (Report 300; Dockets 1347, 1407, 1390, and 1389) that application of Eagle Publishing Co. for renewal of license and voluntary assignment of license to East Texas Broadcasting Co. be granted and that applications of John E. V. Jasper, of Sherman, Tex., and The Voice of Montgomery, Montgomery, Ala., for CP on KGKB's channel be denied.

KWK, Kirkwood, Mo.—Examiner Hyde recommended (Report 301; Docket 1266) that application of Greater St. Louis Broadcasting Corp. for television CP on 2850-2950 kc., 500 watts, unlimited time be denied.

NEW, Philadelphia Storage Battery Co., Philadelphia—Examiner Pratt recommended (Report 303; Dockets 1384 and 1386) that applications for experimental visual broadcasting CP and general experimental CP be granted. Assignments approved: (1) 2750-2850, 43000-46000, 48500-50300, 60000-80000 kc. and 1500 w.; (2) 8650, 17300 kc. and 1500 w. Pratt calls attention to applicant experimental work in television under Philo T. Farnsworth and predicts further contributions to art. Awards probably will require time-division with RCA-Victor Co., Camden, and with Atlantic Broadcasting Corp., New York.

WRAK, Williamsport, Pa.—Chief Examiner Yost recommended (Report 295; Docket 1300) that application of Sun-Gazette Co., of Williamsport, be granted half time on 1370 kc. with 100 w. to share time with WRAK and that WRAK be relicensed with but half time.

NEW, St. Cloud, Minn.—Application of Weber Jewelry & Music Co., Inc., for new station on 1500 kc. to w. to share with KGFX, Moorhead, Minn., recommended for denial as in cases of default by Chief Examiner Yost. (Docket No. 1327, Report No. 304).

Washington Visitors*

D. E. Replogle, DeForest Radio Co., Passaic, N. J.
John V. L. Hogan, Radio Pictures, New York
A. L. Ashby, NBC, New York City
L. E. Whittemore, A. T. & T., New York
Donald Flamm, WMCA, New York City
John L. Baird, Baird Television Co., Ltd., London
Frank R. Buttrey, KFBB, Great Falls, Mont.
Levering Tyson, New York City
C. R. Cummins, WRAK, Williamsport, Pa.
Stanley Hubbard, KSTP, St. Paul
Carl Meyers, WGN, Chicago
Dr. D. G. Young, WDGY, Minneapolis
Henry Rines, WCSH, Portland, Me.
O. B. Hanson, C. W. Horn, NBC, New York
Edward Jansen, KVI, Tacoma, Wash.
H. V. Akerberg, WABC, New York City
William S. Pote, WLOE, Boston
S. G. Persons, WSFA, Montgomery, Ala.
Hunter Watkins, WODX, Mobile, Ala.
W. A. Wilson, WOPI, Bristol, Tenn.
Campbell Arnoux, KTHS, Hot Springs, Ark.
Manning Stires, WBNX, New York City
C. Stamford Cost, KGMB, Honolulu
S. Barkas, Standard Sound Recording Corp., New York
S. Howard Evans, Ventura (Cal.) Free Press
B. B. Musselman, WCBA-WSAN, Allentown, Pa.
A. Z. Moore, WKJC, Lancaster, Pa.
Charles L. Jaren, KGDE, Fergus Falls, Minn.
Jacob L. Pete, Ely, Minn.
F. X. Farrell, Chicago
Clarence Wheeler, WHEC, Rochester
Edward Jansen and E. M. Doernbecher, KVI, Tacoma
E. A. Beane, Chicago
H. B. Wooten, WREC, Memphis
L. P. Cashman, WQBC, Vicksburg, Miss.
Leo Kennett, WSBT, South Bend, Ind.

** A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *November 30-December 12.*

Many Stations Still In Red Shaw Tells Commission

NAB Head Pleads For Small Stations In Reviewing Economic Conditions

DECLARING that the prosperity of broadcasting has been "widely misrepresented," Harry Shaw, president of the National Association of Broadcasters, informed the Federal Radio Commission Dec. 12 that more than half of the stations in the country today are operating without profit.

Mr. Shaw appeared before the Commission informally to discuss general economic conditions affecting broadcasting stations throughout the country, based on personal visits he has made during recent weeks to stations, large and small, in many states. He said the industry is doing its utmost to attain the goal of stability and that if left to its own resources will "put its house in order willingly."

"I am proud to say that broadcasters take the responsibilities of operating their stations seriously," Mr. Shaw stated. "With very few exceptions, all station owners are trying to meet the highest standards of service. More than half of them are upholding these standards without the expectation of immediate profit. As a matter of fact, more than half of the stations in the country today are operating without profit but they are hopeful that as conditions improve they will be rewarded."

A strong plea for local stations was made by the NAB executive, himself owner and operator of WMT, Waterloo, Ia. He said they are fighting valiantly to uphold high standards of service and equipment in the face of depressed economic conditions. Locals, he added, must depend largely upon local advertising for support because the markets they serve are not always preferred by national advertisers.

"These stations are being faced with increased music license fees, the necessity for expenditures for new equipment and, in some instances, increased demands from local musicians' unions," he declared. "They are facing many problems which the Congress, the Commission or the general public little understand. Their energy, their resourcefulness, their ability to work and strive to preserve the American system of broadcasting, which is based upon competition and the initiative of the individual, in the face of hard times, deserves praise and not censure.

"Those of us," he said, "who have worked diligently to develop American broadcasting and to find ways and means of maintaining it without the necessity for taxation upon the public will not see it perish through indifference or neglect. Furthermore, we do not intend to see our industry destroyed by its enemies."

A View of Radio by a Newspaper Man

(*Continued from page 9*)

I should like to be surer of it than I am now.

I am not altogether comfortable, either, about asking the government to say where advertising can be and where it can't be, because I can see where this idea might become quite ambitious, and grow, once the principle is established. There have been some quite popular motions, now and then, about taxing advertising in newspapers and otherwise regulating it. It would be a crazy suggestion, of course, but somebody might come along with the proposition that the public ear, eye, mind, patience required protection from advertising in connection with the printed news, or from more than a prescribed proportion of advertising, once we get going on a government regulation.

As to the statistics involved in the radio broadcasting discussion the figures from the American Newspaper Publishers' Association come readiest to hand. For 1930 the following information is available on representative lines of advertising, reflecting percentages:

PER CENT OF ADVERTISING EXPENDITURES IN

	Newspapers	Magazines	Broadcast
Automotive	68.8	30.0	1.2
Financial	83.5	4.0	12.5
Radios and Phonographs	59.6	24.6	15.8
Gasoline and Motor Oil	75.0	19.5	5.5
Druggists' Sundries	83.9	15.8	.3
Foods	47.3	45.4	7.3
Soft Drinks	70.8	18.7	10.5
Electrical Appliances	58.5	35.7	5.8
Tobacco	81.1	12.5	6.4
Railroads	81.3	15.3	3.4
Steamships	79.6	20.4	.0
Clothing	81.8	16.7	1.5

As of June 30, 1931, compared to the same date for 1930 the following totals, both as to June and as to the half-year were made available:

Total for 23 lines of products:

June Totals		Totals to Date	
1930	1931	1930	1931
$2,033,337	$2,825,003	$12,689,650	$17,393,336

Novelty Has Counted

COUPLED with the fact that national advertising volume in newspapers has shown a substantial shrinkage since 1929, the radio figures have taken on an alarming aspect, both as history and prophecy. Again I hazard my own guess to comfort the fears somewhat, and again I stipulate that my guess may be incorrect. We have been looking anxiously around to find out what caused what happened to us. It often has been more comforting to look elsewhere than in the mirror. It has seemed easier to point the finger of accusation toward Washington, or the state capital, or Russia, or Europe, or the farm bloc, or this thing or that thing, than to be introspective about it. Business has been jolted tremendously, markets were slipping, buying habits upset. If old things had somehow quit succeeding, the temptation was either to quit trying or to try something new. Radio has represented something new. I think this accounts for a good deal of the radio advertising volume. I fancy that a good many newspapers have been experiencing a new competition from the hand-bill enterprise. This comes, I think, from the same underlying cause as does much of the radio volume— a rather frenzied effort on the part of advertisers to find a new cure for a very definite trouble.

I do not think there is any question but that the radio competes with the entertainment and magazine features of the newspaper—if in no other way than by dividing the available attention. I do not think the radio can compete with the newspaper in local news and in the interpretation of news. It probably is something more than a coincidence that the Sunday paper has fallen upon particularly tough times in the same period when the radio has been becoming a household commonplace.

Here is another guess rather than an authoritative conclusion: I do not believe the real newspaper, particularly the newspaper in the local field, has much to fear from the radio. If it is full of local news, well told, it won't lose readers to the radio or to anything else. And, holding readers by that power and by the additional power of real newspaper character it will hold advertising. I think much of the excursion of national advertising into the radio is an excursion only and that it will end where it started.

Radio May Advertise

THERE is a possibility, too, that the newspaper may find more of an advertiser in the radio than it has previously hoped to find. It may be just a personal experience, but I have found that our own station, since it has been required to stand on its own feet, has voluntarily sought to place its programs in the newspaper and has not asked for special rate. The radio side of our publication has looked upon this as good business. Its own advertisers have been pleased that their programs have been printed fully in our newspaper in display type. Furthermore, a survey made recently, disclosed that the paid advertising of our own station was more widely read than the chain programs we printed free with the names of the sponsors omitted.

It is quite possible that the radio industry, young and struggling to complete organization, may work out a system whereby it will charge its sponsor not only for radio advertising but for the paid newspaper advertising that should accompany it. If a big advertiser, the General Motors, for instance, has in mind a radio schedule, I do not believe that it would hesitate to spend an additional amount to carry newspaper advertising telling of it.

As a matter of fact, I believe that we would not only be doing our own duty but also doing the broadcasting industry a favor if we should name a committee to confer on the matter of bringing about newspaper cooperation with radio programs by the suggestion that network programs carry paid newspaper space. We must remember that a network broadcast comes high. If the announcement of not one, but all, network broadcasts be published in advance by the newspapers at card rates, it would not add materially to the price each sponsor is charged but it would contribute materially to the revenue of each newspaper.

Granting that radio is a competitor there seems a probability that it is the only medium which could work cooperatively with the newspapers. We do not find the billboard, the multigraph letter, the handbill or the free flysheet coming to the newspaper and seeking to pay for the privilege of announcing what it has to offer. Yet they are direct competitors for the advertiser's dollar in that they make the same appeal—the appeal to the eye. Radio makes the appeal to the ear. And it finds itself needing to tell its story in the natural medium of appeal to the eye—newspaper advertising. Perhaps in this connection you have noticed the recent establishment of a paid radio column announcing the programs in the New York papers.

No Change at W9XAP

W9XAP, television adjunct of WMAQ, Chicago, now 50 per cent owned by NBC and 50 per cent by the Chicago Daily News, was licensed to NBC by action of the Federal Radio Commission Dec. 4. NBC officials state they contemplate no present change in the equipment of the television station, which was installed by Western Television Corp., Chicago.

ELECTRICAL TRANSCRIPTIONS

A series of eighteen 15-minute programs featuring radio's famous songsters

The Boswell Sisters

Connie—Martha—Vet

Distinctive programs for sustaining or sponsored features.
Program lists and prices on request.

CONTINENTAL EASTERN DISTRIBUTORS

Room 1107—Annapolis Hotel—Dept. B
Washington, D. C.
Phone—Nat'l 9220

• LARGER AUDIENCE

• A strong carrier and high percentage modulation provide the necessary coverage. Audience, however, requires more than "punch."

• Audience demands quality also.

• The same equipment which gives coverage will usually get audience, if properly adjusted.

• A frequency response and wave form analysis by a trained engineer, employing adequate instrument equipment will determine definitely whether the quality of transmission is such as to attract audience.

• The intelligent planning of future improvements requires such an analysis.

• Advertisers have the right to know whether an independent survey shows proper technical performance. Sales resistance may be decreased if such assurance can be given.

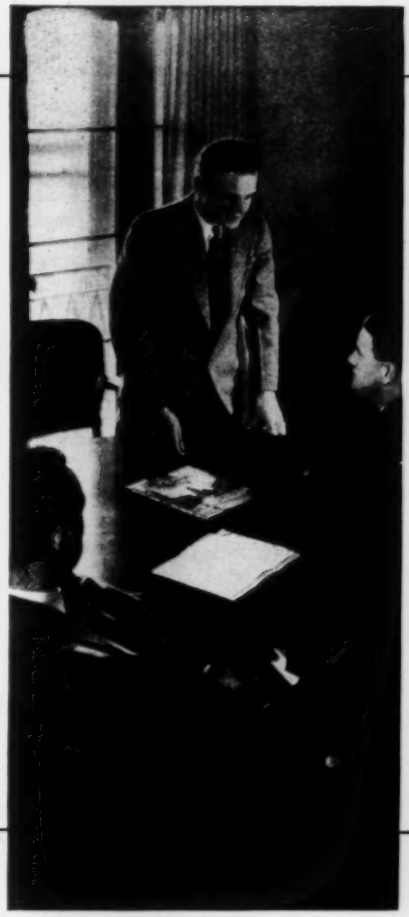
• The Radio Research Co., Inc., offers a complete independent engineering service to broadcast stations. A primary object of this service is to point the way towards the most effective use of the station's existing facilities.

• Correspondence is treated confidentially and promptly.

Radio Research Company, Inc.

1204 Irving Street N. E.
Washington, D. C.

—AND NOW, ON WBZ-WBZA, THE NEW YARDSTICK OF AUDIENCE VALUE



Six months ago Westinghouse Radio Stations announced "a new yardstick to measure AUDIENCE VALUE in radio advertising." From North, South, East, and West have come requests for added information. The whole radio advertising world, apparently, has become aware that something unique and significant has resulted from our studies of listening habits and audience response in areas reached by KDKA.

One question, many times repeated, has been, "How soon can we obtain similar information for New England? When can we have the benefit of the new Westinghouse yardstick on Stations WBZ-WBZA?"

Plans which were already under way when our first announcement was made have now been carried out. Today we have, for WBZ-WBZA, the same kind of information as is available for KDKA.

We can tell you, for instance, that the average daily audience of WBZ-WBZA in New England alone totals 421,000. We can show specifically that this audience spreads out over EVERY TRADING AREA OF NEW ENGLAND. We have evidence showing that ONLY THROUGH WBZ-WBZA WILL YOU REACH, WITH A SINGLE GROUP OF STATIONS, EVERY TRADING AREA OF THE FERTILE NEW ENGLAND MARKET.

To advertisers interested in New England, the data we have on WBZ-WBZA is as vital as the KDKA information has been to those concerned with Pittsburgh and its nearby trading areas. No radio advertising plans in New England should be made without a careful study of this new material.

Let a representative of Westinghouse Radio Stations give you detailed evidence. This is a good year to pass up conjecture and get down to FACTS.

WESTINGHOUSE • RADIO • STATIONS

WBZ-WBZA

Boston, Mass., Hotel Bradford
Springfield, Mass., Hotel Kimball

KDKA

COMMERCIAL OFFICES
Pittsburgh, Pa., Hotel William Penn

KYW-KFKX

New York, N. Y., 50 East 42nd Street
Chicago, Ill., 1012 Wrigley Building

XUM

Little Attention to Radio in Congress

(*Continued from page 6*)

the subject. To the correspondent of BROADCASTING, Rep. Davis asserted that, while he was not at all satisfied with present conditions, he intended to approach the ramified problems of radio with an open mind.

His only desires with respect of radio advertising, he said, were to make the broadcasters more conscious of their duty to the public. Self-regulation is to be desired, he added, but failing to regulate themselves or to be regulated in the matter of advertising by the Radio Commission, the broadcasters may find Congress imposing new restrictions upon them. The Tennessee Congressman, author of the Davis equalization amendment, asserted that he, for one, wanted to impose no new restrictions upon broadcasting without first hearing the broadcasters' case.

Anti-Lottery Bill

REP. DAVIS said he was considering introducing several radio bills, the nature of which he declined to disclose. Other bills affecting radio on the House side during the first week of Congress included one by Rep. French, Republican, Idaho, (H. R. 410) proposing amendment of the Radio Act so that "no persons within the jurisdiction of the United States shall, by means of radio communication, announce, advertise, or conduct a lottery, gift enterprise, or similar schemes offering prizes dependent in whole or in part upon lot or chance, or announce or advertise any list, or part thereof, of prizes drawn or awarded by means of any lottery, gift enterprise." An identical bill (S. 750) was introduced in the Senate Dec. 9 by Senator McNary, Republican, Oregon.

Rep. Vestal, Republican, Indiana, reintroduced his copyright bill (H. R. 139) "to amend and consolidate the acts respecting copyright and to permit the United States to enter the convention of Berne for the protection of literary and artistic works." This is practically the same bill opposed by the broadcasters at the last session. It was referred to the House Committee on Patents. The same bill was introduced in the upper house by Senator Hebert, Republican, Rhode Island (S. 21).

Among the first of the Senate bills to go into the hopper was that of Senator Fess, Ohio, who is chairman of the Republican National Committee. The bill (S. 4) is the same one he introduced in the last session, requiring the allocation of 15 per cent of the available wave lengths to educational institutions. Next came a bill by Senator White, Republican, Maine, who is former chairman of the House committee in charge of radio. It is an omnibus measure (S. 481) proposing numerous amendments to the Radio Act of 1927, which was enacted under his leadership while a House member.

Many of the White proposals are along the lines of the Radio Commission's own legislative recommendations to Congress, reported elsewhere in this issue. Among the changes proposed are an amendment of the Davis amendment to make the latter inapplicable to the American island and territorial possessions, changes in court procedure and miscellaneous other changes. A significant feature of the White measure is the amendment of Section 10 of the Radio Act "to prevent the transmission by wire in the United States of any program to a station in a foreign country for the purpose of broadcast by that foreign station without permission for the wire of that program by the Federal Radio Commission." This is obviously aimed at Dr. John R. Brinkley's XER, at Villa Acuna, Mexico, just across the border from Texas, which is fed its programs largely from the American side. It is also aimed at the half dozen or more similar stations reported to be building for the same purpose along the Mexican side of the border.

Radio Division Transfer

SENATOR DILL, Democrat, of Washington, also a co-author of the Radio Act, reintroduced his bill of last session to transfer the Radio Division of the Department of Commerce to the Radio Commission (S. 1037) which he declared he believed can be passed this session without amendment. Senator Dill said he was contemplating several other bills, among them one that would halt the networks from acquiring clear channel stations. He also said he wanted a clear channel more definitely defined, in view of the duplications already existing on certain clear channels and the feasibility, as he sees it, of duplicating clear channels along the Atlantic and Pacific seaboards. According to Senator Dill, the Federal Radio Commission has "substituted rules of arbitrary engineering for the court's rule of reason" in maintaining clear channels. He said he sees no reason for clear channels except in the interior of the Country.

Los Angeles Bar Raps Courtroom Broadcasts

ALTHOUGH Superior Judge Harry W. Falk, of Los Angeles, recently held broadcasts from a courtroom proper, the Los Angeles Bar Association's committee on improper publicity of court proceedings on Dec. 2 passed a resolution condemning such broadcasts.

The resolution read: "Be it resolved, that it is the sense of this committee that radio broadcasting from courtrooms is to be condemned and should not be allowed, and

"Be it further resolved, that no court should permit radio broadcasting of any trial or proceeding before it."

The resolution, which is believed to be a preliminary step to further action, was precipitated by direct-from-the-courtroom broadcasts of the recent trial of David H. Clark for the murder of Herbert Spencer and Charles. Crawford.

Power of WFLA-WSUN Cut to Improve WTMJ

AS ITS MEANS of complying with the mandate of the Court of Appeals of the District of Columbia, ordering it to "measurably reestablish" the service area of WTMJ, Milwaukee, the Federal Radio Commission on Dec. 11 ordered a reduction in the power of WFLA-WSUN, Clearwater, Fla., from 1 kw. night and 2½ kw. day to 250 watts night and 500 watts day. The status of all other stations on the 620 kc. regional channel, under the decision, remains unchanged.

In so doing the Commission sustained in part, and denied in part, the recommendations of Examiner Elmer W. Pratt, who had recommended that WFLA-WSUN, be permitted to remove its transmitter to a new location and install specially devised equipment to reduce its signal in the direction of WTMJ and that it be permitted to retain its present power. Mr. Pratt also recommended that while the new construction was going forward, WFLA-WSUN reduce its powers to the limits now prescribed by the Commissoin as permanent.

In the original court proceedings, involving four separate stations, WTMJ held that its service area had been hedged in by actions of the commission in switching the assignment of Florida stations on 620 kc., and in increasing the power of WLBZ, Bangor, Me., from 250 to 500 watts. It had sought, in one of the appeals, an increase to 5 kw.

High Power Appeals

(*Continued from page 11*)

proceed unrestricted in their installations despite the appeals, are WHAM, Rochester; WBZ-delphia; WSM, Nashville; WSB, Atlanta; WCCO, Minneapolis; WHO-WOC, Des Moines-Davenport; KSL, Salt Lake City; KOA, Denver; and KPO, San Francisco. Those granted increases to 25 kw. are WOR, Newark; WCAU, Phila-WBZA, Boston-Springfield; WHAS, Louisville; WBT, Charlotte; WAPI, Birmingham; KVOO, Tulsa; and KFAB, Lincln, Neb.

Records Cleared

IMMEDIATELY following the expiration of the 20-day appeal period, the Commission on Dec. 8 denied the application of seven of the stations involved in the high power controversy for modification of licenses to increase their powers to 50 kw. This action simply was taken to wipe the Commission records clean, since in its final actions of Nov. 17 it disposed of all 24 of the applications for construction permits to increase to the maximum power. This, it was explained, was simply routine procedure, since the Commission viewed the applications for construction permits and those for modification of license as separate and distinct issues. Those stations of the latter class whose applications were dismissed are WHAM, WCCO, WGN, WTMJ, KGO, KOA and KPO.

WNAX

reaches:

- A Middle West Market of 2,529,175 families with its primary and secondary coverage.
- A buying market in a buying mood.
- A friendly audience of a friendly station.
- A section of the United States where new improvements contantly open markets for new products.

••Write for facts and figures.

WNAX

1000 Watts

526 Meters 570 Kilocycles

YANKTON • SOUTH DAKOTA

. . . . . substantial as

"BREAD 'N' BUTTER"

is Business ...here in the Northwest

N. W. WHEAT VALUE RISES 35 MILLI
Figure Based on 20 to Increase in Past Days.
VALUE OF N. W. CORN MOUNTS $24,800,000
N.W. STATES AIDED BY BUTTER PRICE GAINS
Bancorporation Review Finds Dairy Product Situation Most Encouraging.
BUSINESS GAINS BOOST PAYROLLS OVER MIDWEST
FARMERS PROFIT BY HOLDING WHEAT CROP
10 Millions Increase to Northwest Growers Re ed by Co-ops.
10 N. W. STATES LEAD IN TRADE, SURVEY REVE
Spend $11.84 More ta Yearly Tha
Higher Farm Prices Termed Trade Leaven
31-2-CENT RISE IN WHEAT ADDS TO N. W. WEALTH
Last Half Hour of
November Auto Sales In County Gain Over 1930
Paul Wholesalers Repo Improved Sentiment in Northwest.
SALES, COLLECTIONS REPORTED NORMAL
St. Paul Manufacturers Expect Gain in Bookings, Local Credit Group Says.

Long ago the Northwest Empire learned its lesson and completely diversified industry as well as agriculture.

And so, today, the area centering in the Twin Cities has a balanced earning and buying power far less affected by changed conditions than almost any other section of the country.

Business is good in the Twin Cities and adjacent Northwest. There's a great reserve of spending money here. To tap this rich flood of dollars you need only tell the right story—through the right medium.

KSTP, the most powerful and most popular of Northwest stations, offers the most economical means of reaching the consumers of this region. There's business here—substantial as "bread 'n' butter." It will pay you to add KSTP to your sales force now.

SAINT PAUL **KSTP** MINNEAPOLIS

Full Time Schedule

10,000 Watts
100% Modulation

19 Hours Daily

NORTHWEST'S LEADING RADIO STATION

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Radio Commission's Legislative Proposals to Congress . . .

(*Continued from page 7*)

mentary or otherwise, Provided: That no natural person so testifying shall be exempt from prosecution and punishment for perjury committed in so testifying."

Lighting of Towers

Sec. 15. Section 4 of the Radio Act of 1927 (47 U.S.C.A., Sec. 84) is amended by inserting after subsection (k) a new subsection as follows:

"(1) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute or there is a reasonable possibility that they may constitute a menace to air navigation."

Sec. 5. Section 9 of the Radio Act of 1927 (47 U.S.C.A., Sec 89) is amended by striking out the third paragraph thereof and inserting in lieu thereof the following:

"No license granted for the operation of a radio station shall be for a longer term than one year, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not to exceed one year, but action of the Commission with reference to the granting of such application shall be limited to and governed by the same considerations and practice which affect the granting of original applications."

Said Section 9 of the Radio Act of 1927 is further amended by inserting in the first sentence of the second paragraph of said Section 9 as amended by "An Act continuing for one year the powers and authority of the Federal Radio Commission under the Radio Act of 1927, and for other purposes," approved March 28, 1928, between the word "States" and the words "the District of Columbia" the word "and" in lieu of the comma now appearing and by striking out in said sentence the words "the Territories and possessions of the United States"; and by inserting in the last sentence of said paragraph as amended the word "or" between the word "State" and the word "District" in lieu of the comma now appearing between said words, and by striking out the comma and the words "Territory, or possession" after the word "District" in said sentence and by inserting after the last sentence of said paragraph a new paragraph to read as follows:

"The provisions of this section shall not apply to the Virgin Islands, Porto Rico, Alaska, Guam, Eastern Samoa, and the Hawaiian Islands."

License Renewals

Sec. 6. Section 10 of the Radio Act of 1927 (47 U.S.C.A., Sec. 90) is amended by striking out the first sentence and by inserting in lieu thereof the following: "The licensing authority may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: Provided, however, That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: Provided, further, That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States."

That the following is inserted as paragraph 3 of said section: "No person, firm, company or corporation shall be permitted to transmit by wire any program originating in the United States intended to be retransmitted by radio broadcast stations in any foreign country without first obtaining permission from the Federal Radio Commission upon proper application therefor."

Sec. 7. Section 12 of the Radio Act of 1927 (47 U.S.C.A., Sec. 92) is amended by striking out the whole of said section and inserting in lieu thereof the following:

"Sec. 12. The station license required hereby shall not be granted to, and after the granting thereof such license shall not be transferred in any manner, either voluntarily or involuntarily, or indirectly or transfer of control of any company, corporation, or association holding such license, to (a) any alien or the representative of any alien; (b) to any foreign government or the representative thereof; (c) to any company, corporation, or association organized under the laws of any foreign government; (d) to any company, corporation, or association of which any officer or director is an alien, or of which more than one-fifth of the capital stock may be voted by aliens or their representatives, or by a foreign government or representative thereof, or by any company, corporation, or association organized under the laws of a foreign country; Provided, however, that nothing herein shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by act of Congress or any treaty to which the United States is a party.

Transfer of Licenses

"The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner disposed of, either voluntarily or involuntarily, or indirectly by transfer of control of any company, corporation, or association holding such license, to any person, firm, company, association, or corporation, unless the Commission shall, after a hearing, decide that said transfer is in the public interest, and shall give its consent in writing."

Sec. 8. Section 14 of the Radio Act of 1927 (47 U.S.C.A., Sec. 94) is amended by striking out the words "Any station license shall be revocable by the Commission" and by inserting in lieu thereof the following: "Any station license may be revoked, modified, or suspended for a period not to exceed thirty days by the Commission."

Said section is further amended by striking out all of the proviso and by inserting in lieu thereof the following: "Provided, however, that no license shall be revoked, modified, or suspended until the licensee shall have been notified in writing of the proceedings for such revocation, modification, or suspension, the cause for the proposed action, and shall have been given reasonable opportunity to show cause why an order of revocation, modification, or suspension should not be issued: Provided, further, That the Commission may, by unanimous vote of its members, suspend or modify a station license pending the hearing and determination of any such order to show cause, if the public interest, convenience, or necessity require such suspension or modification. In case of such suspension or modification pending hearing, the Commission shall give the licensee immediate notice thereof and said licensee shall upon demand be entitled to an immediate hearing upon the question of the continuance of such suspension or modification pending the hearing and determination of the proposal for revocation, modification, or suspension."

Procedure in Appeals

Sec. 9. Section 16 of the Radio Act of 1927 (47 U.S.C.A., Sec. 96) is amended by striking out the whole of said section and by inserting in lieu thereof the following:

"Sec. 16. (a) An appeal may be taken to the Court of Appeals of the District of Columbia from any decision or order of the Commission granting or denying, in whole or in part, an application for a construction permit, a station license, a renewal of station license, or a modification of station license, and from any decision or order of the Commission revoking, suspending or modifying, or refusing to revoke, suspend, or modify a construction permit or station license. Such appeal may be taken by any party to the proceeding in which the order was made, whether an applicant, licensee, permittee, or intervener, except that in case of a decision or order suspending or revoking a station license, the appeal may be taken by the licensee only.

"(b) Such appeal shall be taken by filing with said Court, within twenty days after the decision or order complained of is effective, a notice in writing of such appeal and a statement of the reasons therefor, together with (1) proof of personal service of a true copy of said notice and statement upon the Commission, and of service thereof by registered mail upon all other parties to the proceeding in which the order complained of was made (such service to be deemed complete upon the deposit in the United States mails of a duly registered envelope addressed to the party to be served, or his attorney, at the address of either as shown by the records of the Commission, containing a copy of said notice and statement), and (2) a bond in such sum as the Court may direct, conditioned that the party appealing will pay the costs of the proceedings if such costs be finally assessed against him. Unless a later date is specified by the Commission as part of its decision or order, the decision or order complained of shall be considered to be effective as of the date on which public announcement thereof is made at the office of the Commission in the city of Washington.

Court Interventions

"(c) Within thirty days after the service of said notice upon it, the Commission shall file with the Court the originals or certified copies of all papers and evidence filed with or presented to it in the proceeding in which the order appealed from was made, together with a copy of its decision or order, opinion, findings of fact, and conclusions.

"(d) Any party to the proceeding before the Commission, by filing with the Court a notice of appearance, together with proof of service thereof by registered mail upon the party appealing and upon the Commission, within thirty days after the service of said notice upon him, or any other person permitted by the Court to intervene upon a showing of interest in the subject matter and reasonable cause for failure to appear before the Commission, may join in the appeal or appear as a party respondent. Any person may at any time be made a party to the proceedings by the Court if his presence is necessary or proper to a complete determination of the cause.

"(e) At the earliest convenient time the Court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, had, in event the Court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case to the Commission to carry out the judgment of the Court; Provided, however, that the review of the Court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious.

"(f) The Court may, subject to the foregoing limitation, upon notice to the Commission and to all other parties to the appeal, after hearing, and for good cause shown, enter an order staying action of the Commission under the order appealed from, in whole or in part, upon the giving of a bond by the party applying for the stay in such amount and with such terms and conditions as the Court may

(*Continued on page 38*)

SANABRIA

WITH THE GENIUS and creative engineering ability of U. A. Sanabria as a nucleus, the Sanabria Television Corporation has been organized for the purpose of helping to further the present embryonic visual broadcasting art in its progressive march toward ultimate commercial perfection.

Sanabria, long-famous as an outstanding television pioneer and well-recognized as the contributor of many fundamental inventions as well as of a refined, greatly superior technique, has won much acclaim during the past several months for his large-screen image projections. While, ordinarily, television reception has always consisted of nothing more than "peephole" pictures from three to six inches square and capable of being viewed through a magnifying lens by only one or two persons simultaneously, Sanabria has publicly demonstrated television images ranging from two to ten *feet* square—on a screen—before groups of several thousand "lookers" at a time.

Especially noteworthy has been the excellent quality of the Sanabria images. Since the projection of a television picture beyond the three-inch size has the same critical effect as placing it under a microscope, any inherent blemishes or defects are magnified proportionally. For this reason, usually, television workers have been able to produce apparently satisfactory three-inch images only to meet with disaster when attempting to project them out to no larger dimensions than a foot or two square, at which size previously unnoticeable flaws have become resultantly and disfiguringly evident.

Sanabria's *ten* foot images, however, are unmarred by any such distorting crudities. His broadcasts of "closeups" have, in fact, been declared by laymen and experts alike to be favorably comparable in effect to the projection of similar "shots" in the movies. Furthermore, the Sanabria transmissions necessitate the use of much narrower wavebands than would be required by conventional systems were equivalently fine results to be achieved. This feature is of paramount importance when the present crowded condition of the ether is considered and when one contemplates the lack of available channels with which we are bound to be confronted once visual broadcasting has became worthy of universal popularity.

These spectacular and far-reaching developments—representing as they do a yardstick upon which Sanabria's potentialities and future activities may be gauged—form the corner-stone around which the plans and ideals of the Sanabria Television Corporation are fashioning themselves. To strive with Sanabria in defiance of the many technical difficulties which yet remain, a personnel of brilliant young engineering minds is being trained. It is the uppermost desire of these workers that the Sanabria laboratory, designed from its inception as a research and consulting organization, will contribute its due share of inventions and ideas to the final establishment of a perfected television art.

TELEVISION

SANABRIA TELEVISION CORPORATION » » 4020 Lake Street » » CHICAGO, ILL.

XUM

Commission's Legislative Proposals

(*Continued from page 36*)

deem proper. Pending a hearing upon the application for stay, the Court may enter a temporary stay for a period of not to exceed fifteen days.

Jurisdiction of Court

"(g) The jurisdiction of the Court of Appeals of the District of Columbia under this section to review any decision or order of the Commission shall be exclusive, and the judgment of said Court shall be final, except that it shall be subject to review by the Supreme Court of the United States upon certiorari as provided in Section 240 of the Judicial Code, as amended, and that nothing in this section shall be construed to prevent the application of Section 239 of the Judicial Code, as amended, (relating to certification of questions of law), to cases in the Court of Appeals of the District of Columbia arising under this section."

Sec. 10. Section 30 of the Radio Act of 1927 (47 U.S.C.A., Sec. 110) is amended by inserting in the first proviso thereof after the word "Alaska" the words "Guam, Eastern Samoa."

Sec. 11. Section 32 of the Radio Act of 1927 (47 U.S.C.A., Sec. 112) is amended by striking out the last four words and by inserting in lieu thereof the following: "each and every day during which such offence occurs."

Sec. 12. No person shall broadcast by means of any radio broadcast station for which a license is required by law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any information concerning any ticket, certificate or instrument representing any chance, share or interest in or dependent upon the event of any lottery, gift enterprise or similar scheme offering prizes dependent in whole or in part upon lot or chance, or any list of prizes or information concerning any list of prizes awarded by means of any such scheme, and any person so doing, upon conviction thereof, shall be fined not more than $1,000.00 or imprisoned not more than one year, or both.

Outlaw Stations

Sec. 13. (a) The Secretary of Commerce shall have authority, through its supervisors and inspectors, to summarily seize any radio-transmitting apparatus used or operated by any person for radio communication or radio transmission of energy in violation of the provisions of the Radio Act of 1927, as amended. If any supervisor or inspector of radio appointed by the Secretary of Commerce has reasonable cause to believe that any such apparatus, so unlawfully used or operated, is concealed in any dwelling house or other place, and affidavit is made as required by law, a search warrant may issue as provided in Title XI of Public Law No. 24 of the Sixty-fifth Congress, approved June 15, 1917, and any property seized under such search warrant shall be subject to such disposition as the court may make thereof. Supervisors and inspectors of radio appointed by the Secretary of Commerce are hereby declared to be officers of the United States to whom such search warrants may be issued.

(b) The Secretary of Commerce may cause proceedings to be instituted for the forfeiture of such apparatus, with or without a previous seizure, in any district court of the United States within the district where the same is found, or has been seized either summarily or upon a search warrant, by a process of libel. The proceedings upon such libel cases shall conform, as near as may be, to the proceedings in admiralty, except that either party may demand a trial by jury of any issue of fact joined in any such case, and all such proceedings shall be at the suit of and in the name of the United States and conducted by the District Attorney. If such apparatus is found to have been used or operated for radio communication or radio transmission of energy in violation of the Radio Act of 1927, as amended, the same shall be disposed of by destruction or sale as the said court may direct, and the proceeds thereof, if sold, less the legal costs and charges, shall be paid into the Treasury of the United States. Upon the payment of the costs of such libel proceedings and the execution and delivery of a good and sufficient bond to the effect that such apparatus shall not be used or operated in violation of the Radio Act of 1927, as amended, the court may by order direct that such apparatus be delivered to the owner thereof.

Favors WHDH Move

REMOVAL of WHDH from Gloucester to Saugus, Mass., a distance of about 20 miles, or to a point about eight miles northeast of Boston, was recommended to the Federal Radio Commission by Chief Examiner Yost in a report (Examiner's Report No. 296) made public Dec. 2. The station operating daytime on 830 kc. with 1 kw. Mr. Yost found the removal would not curtail the service of any other station, would not affect the quota, would correct a service deficiency,

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

For Sale

1,000 WATT BROADCAST TRANSMITTER located in Central part of CUBA. Ideal for coverage of CUBA, WEST INDIES and SOUTHERN FLORIDA. Full time operation license on 790 kc. Only Crystal controlled station in CUBA. Also can obtain license for greatly increased power. Will sell or enter into partnership with United States interests. For further information address Box No. 4, c/o BROADCASTING.

CBS Gets Chesterfield Nightly Account Jan. 4

CHESTERFIELD cigarettes are going on the air over CBS, beginning Jan. 4, with a "Music That Satisfies," series featuring Nat Shilkret and his 36-piece orchestra. The 15-minute program will begin at 10:30 p. m., EST, and will be heard nightly except Sunday over a 67-station hookup, to which other stations may be added later. The soloist to be starred with the orchestra remains to be chosen.

Liggett & Myers Tobacco Co., Durham, N. C., the sponsor, has long been considering using radio, particularly in view of the success achieved by Lucky Strike, Camel and other cigarette features. The CBS account is one of the largest signed by radio and will continue for a year. The agency is the Newell-Emmett Co., New York.

25 Ways to Merchandise Programs Are Offered

REPLYING to an inquiry by E. F. Becker of the advertising department of the Firestone Tire & Rubber Co., Akron, as to how to merchandise radio programs, PRINTER'S INK, in its issue of Dec. 1, carries a check list "which reveals the possibilities of backing up a program to distributors, consumers, prospects and to the organization." The methods listed are:

Magazine advertising, newspaper advertising, business papers, letters, broadsides, booklets, postcards, blotters, window displays, letterheads, "theater" tickets, photographs, reprints of broadcasts, program bulletins, house magazines, novelties, large telegrams and radiograms, counter displays, samples, contests, stickers and inserts, car cards, phonograph records, salesmen's portfolios, sheet music.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
National Press Building
WASHINGTON, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station Management Problems

HOW to write *for* the radio . . . . . .

Is it easy to break into radio writing? Yes—if you know how. Here is the first book ever written which tells the rules and requirements of this new and specialized form of literature.

RADIO WRITING

By Peter Dixon

This book is a valuable guide to the peculiar conditions, requirements, and restrictions which govern every radio writer. Mr. Dixon tells about the special technique required and gives the fundamental rules. He shows what is necessary before material is suited for radio presentation and he indicates various partially developed fields, with suggestions as to how individual ideas and initiative may pave the way to success.

Mr. Dixon has had varied and extensive experience in both broadcasting and radio writing. He is perhaps best known for the broadcasts entitled "Raising Junior."

"Those of you with the desire to write scenarios will find endless value in RADIO WRITING. Aspiring writers will profit by close study of the book."—*Philadelphia Public Ledger.*

"The first milestone in the field of radio writing."
—*New York Sun*

Price $2.50 at all bookstores

THE CENTURY COMPANY
353 Fourth Avenue
New York City

I enclose herewith my ( ) check ( ) money order for $2.50. Please send me a copy of RADIO WRITING by return mail.

Name _____

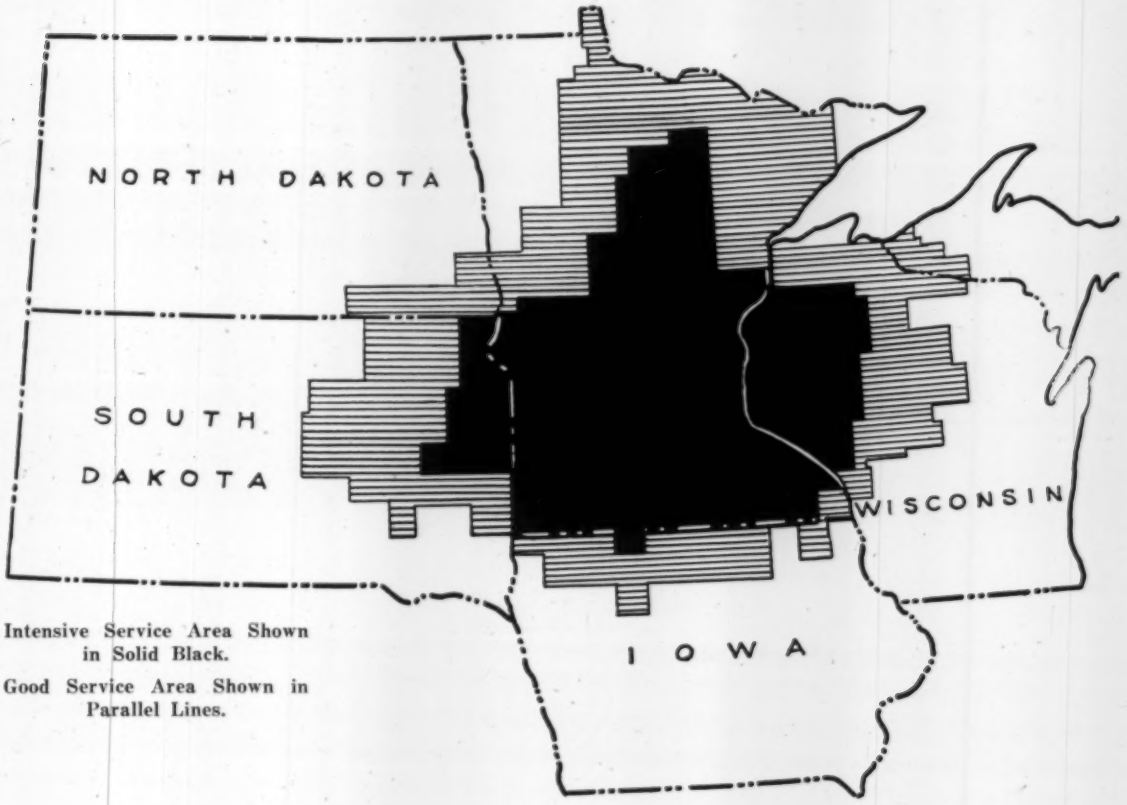
Street _____

City _____

State _____

MINNEAPOLIS **WCCO** SAINT PAUL

Cleared Channel -- 810 Kilocycles



Intensive Service Area Shown in Solid Black.

Good Service Area Shown in Parallel Lines.

$0.00052

Half an hour's evening time on WCCO at the general one-time rate, costs fifty-two one-thousandths of a cent for each receiving set in WCCO's demonstrated intensive and good service area.

414,130

Receiving sets are in this good service area, as shown on the map. In the intensive service area there are 283,551 sets.

A 2-Cent Stamp

Covers the cost of delivering a half-hour's evening program from WCCO, normal talent cost included, to twenty-five receiving sets in the intensive and good service area.

The foregoing figures are based on the following factors:

1. The recent survey made by WCCO to determine its area of dependable service, full details of which are available on application.
2. The United States Census Bureau's 1930 figures for radio receiving sets in homes.
3. WCCO's published rate card.

What other medium can offer such wide regional coverage at so small a cost?

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

XUM

Station WOR

Newark, New Jersey

New Jersey leads in percentage of families owning radio sets

Newark Evening News, November 30, 1931

The 1930 United States Census Reports

AREA	Total Families	Families Having Radio Sets	Percentage Having Radio Sets
New Jersey	987,616	625,639	63.3
New York 3,162,118		1,829,123	57.8
Massachusetts	1,024,527	590,105	57.6
Connecticut.....	389,596	213,821	54.9
Pennsylvania.....	2,239,179	1,076,770	48.1
	7,803,136	4,335,458	56.3 Average

Approximately 4.1 persons per family

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

XUM